**Research methodology**

**Internal Assignment Applicable for June 2020 Examination**

**1. Explain what is meant by independent variables and moderating variables. Identify any three independent variables and any three moderating variables from the Unified Theory of Acceptance and Use of Technology (UTAUT) model as shown below. What is dependent variable? Identify the one from this model**.

**Answer**: The most important aspect of the business research method is to identify the ‘what’, i.e., what is the exact research question to which you are seeking an answer. The second important thing is that the process of arriving at the question should be logical and follow a line of reasoning that can lend itself to scientific enquiry. This reasoning approach needs to be converted into a possible research question. And based on the initial study of the research topic, you should be able to make certain assumptions which can lend direction to the study as research hypotheses. The

**2. Explain the types of scale that are used in the following survey questionnaire:**

**1. Gender (male/female)**

**2. Age (no. of years)**

**3. Annual income in Rs. Lac**

**4. On a scale of 0 to 10, how likely will you recommend our services to your friends? How will you measure the central tendency for gender and age?**

**Answer**: There are four types of measurement scales—nominal, ordinal, interval and ratio. The choice of the measurement scale has implications for the statistical technique to be used for data analysis.

**Nominal scale**: This is the lowest level of measurement. Here, numbers are assigned for the purpose of identification of the objects. Any object which is assigned a higher number is in no way superior to the one which is assigned a lower number. Each number is assigned to only one object and each object has only one number assigned to it. It may be noted that the objects are divided into mutually exclusive and

**3. “We must quickly work out how to reduce the cost of our production process. Without reducing the cost of production process by at least 20%, we can’t turn profitable. It’s an important and urgent exercise!” Mr Godbole, newly joined CEO of Acme Chemicals tried to emphasize the urgency and importance of the proposed exercise to his senior colleagues. “Yes, I will immediately form a task force consisting of internal subject matter experts and produce a report within a couple of weeks”, Mr Mehra, Head of Production quickly responded. “I have a differing thought,” interrupted Mr Iyer, Head of Sales. “We should invite an external consultancy firm for this work”. “Why? Why do we need external guys when we have the expertise internally?” Mr Mehra was clearly upset with the proposal of Mr Iyer.**

**a. What arguments will Mr Iyer will put forth?**

**b. What arguments will Mr Mehra will put forth?**

**Answer**: a) Mr. Iyer wants to take the help of external researchers and show the report to new CEO. Before he shares his suggestions with others, he must have the strong arguments to prove his point. In this scenario, Mr. Iyer should show the advantages of taking help of external researchers which must be

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