**Research Methodology**

**December 2021 Examination**

# Q1. You have been hired by a firm as a researcher to understand the consumer preferences for one of their product categories within a state in India. After going through the requirements, you realized that you need to discover various qualitative aspects of product preferences from the consumers. Hence, you decided to speak to some groups of consumers at various parts of the state to understand more about the given problem. The management approves your idea of interview and gave you a go ahead. Answer the following questions:

# Why do we conduct interview in research? Discuss about the structured and unstructured interview process. (10 Marks)

#

# Ans 1.

# Introduction

The capacity to conduct a successful interview is a critical component to recognizing the way in which to broaden and conduct this process. Market researches employ interviews as a way to discover how their products may be sold in the marketplace. There are many ways you can conduct an interview to get information from various people, such as VIP people, everyday people, and others. Interviews are employed by the police in order to obtain information about crimes. In an interview, most people seem to recognize the basic steps that they need to follow. Its Half solved only

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# Q2. A major bank in the country wants to launch a new investment scheme. However, they are not sure whether it will be a success of failure among the consumers. To arrive at a conclusion, they may outsource the research activities to a well-known research firm in the city. The bank has asked the firm to submit a research strategy by the end of the coming week so that the bank can decide if it would be feasible for them to move further. Answer the following questions:

# What is the purpose of having a research strategy? Discuss the various research strategies that you know about. (10 Marks)

#

# Ans 2.

# Introduction

The look at will be introduced through a description of the principal components. Researchers follow a basic process called a research approach, a plan that guides their method of wondering and analysis. In fact, it creates an opportunity for a researcher to do the necessary studies methodically and according to schedule. Generally, the main goal of research subjects, research fields, primary areas, research design, and study procedures is to improve knowledge.

#

# Q3. In a study among the college students in a tier I city in India, it was found that their ‘behavior’ can be predicted by understanding their ‘intention’, which in turn can be predicted by a host of other factors. All these factors can be grouped into three different variables like ‘attitude’, ‘subjective norms’ and ‘perceived control’. It was also found that these three variables impact each other.

# a. Identify the dependent variable and the independent variables. Is there any mediator in the model? Explain in all the cases. (5 Marks)

# b. Draw the conceptual model. (5 Marks)

#

# Ans 3a)

# Introduction

There are certain variables that are given a particular name solely for the purposes of experimental studies. Depending on the model parameter, the determinant variable is known as one, whereas the independent variable is known as the other. If you are testing a variable, the dependent variable is the variable that will be measured or tested. It is possible, for example, that

# Ans 3b)

# Introduction

In the technical field of modeling, conceptual models are systematic representations of data. A concept consists of the concepts, theories, and ideas that enable one to comprehend, understand, or simulate a particular topic. As you can see, this is what the model looks like. On the other