**Research Methodology**

**June 2022 Examination**

#

**Q1. Identify a research area of interest and develop a research plan covering identification of the research problem, research objectives, the data collection and analysis process. (10 Marks)**

# Ans 1.

## Introduction

The studies plan seems to be a quick record containing initial thoughts for a research endeavor fairly and concisely. It's a conceptual document that could be mentioned amongst colleagues and viable collaborations confidentially. The study's strategy might require numerous changes before it can be finished efficaciously. The proposed research assists college students with orienting oriented toward both the fast-term and long objectives; this ought to direct ordinary curriculum

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# Q2. Mitsu and Prerak are researching a topic on use of virtual reality in promoting destination image. They want to float a questionnaire to several respondents to gain their perspective on the topic to be researched. As their supervisor, what are the steps involved in the design of a questionnaire that you will recommend to them. Highlight the characteristics of a good questionnaire to them, before they begin the process of collecting data. (10 Marks)

# Ans 2.

## Introduction

The excellent questionnaire needs to be legitimate, reliable, truthful, concise, and tasty. That is important to create the questionnaires around a conceptual model, carefully reviewing every question's usual applicability and readability, and thinking about the analyses users will conduct in this same entirety day after today. This same importance of creating the shape and queries of such questionnaire gadgets used to acquire information on any other prevalence is called survey questionnaires. All aspects of the survey's formula and construction must be addressed while

# 3.a. Explain the different steps involved in the research process and mention the steps you will include to perform Literature Review on the topic understanding factors influencing mobile payment app adoption in India. (5 Marks)

# Ans 3A.

## Introduction

The literature evaluation comprises a survey of what may be written on a particular concern using a recognized studies network. Each person may be tasked with writing one of those as a particular project, but it will, on occasion, be an introductory level to the essays, research, take a look at, and even presentation. This equal intention of making literature seek might be too explicit to the target audience, something thoughts and records have indeed been advanced on

**3b. Discuss the key differences between exploratory and conclusive research. Use examples to support your answer. (5 Marks)**

**Ans 3B.**

**Introduction**

The number one difference between those methodological approaches is that exploratory research seems to get a more profound knowledge of this research problem. In evaluation, conclusive research has reached conclusions or made judgments. As even the name implies,