**Research Methodology**

**September 2022 examination**

**Q1. L’Oréal wants to introduce a new product formulation in unique packaging and wants to know how well consumers understand its use and application. The company wanted to conduct focus group discussions to collect information on consumers’ behaviour in actual product usage. Respondents were shown photos and videos of the various products to understand their usage better. The researchers at L’Oréal were able to gauge a better understanding of the actual usage by consumers of its products and get feedback in the consumers’ own words. The company obtained rich qualitative feedback on the products based on the focus group discussion. Based on the results of this study, L’Oréal was able to launch the new product. What are the steps in conducting a focus group discussion? Explain the advantages and disadvantages of focus group discussions. (10 Marks)**

**Ans 1.**

**Introduction**

Focus group is a qualitative research methodology and data collection technique in which a selected group of people discusses a given topic very deeply. Focus group is a small group discussion on the topic of interest by people of similar backgrounds guided by a trainer or a moderator. The main motto of focus group is that the researchers have a check on the attitudes, feelings, beliefs, experiences etc.

Focus group discussions are an opportunity for the person who carries out the research to look upon paying attention to the needs of the local voices.There are various characteristics

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**Q2. Singapore is known for its diverse restaurant industry. Out of the 27,000 food-service establishments, 21 per cent are classified as restaurants. A study was conducted on the following four theme restaurants in Singapore: Hard Rock Café, Planet Hollywood, Celebrities Asia, and House of Mao. The questionnaire was pretested with 20 diners who had eaten at all four theme restaurants. The questionnaire was revised based on the comments from those people. The survey was then administered to 300 participants in a questionnaire format designed to find out the participants’ perceptions of the theme restaurants. The participants were randomly chosen using a mall-intercept method and by asking the participants if they had been a customer in a theme restaurant in the past year. They were asked to participate and fill out a four-page survey if their answer was yes. What are the steps in designing an effective questionnaire? What are the different types of questions used in a questionnaire? (10 Marks)**

**Ans 2.**

**Introduction**

A questionnaire is a list of questions carefully planned and written related to a particular topic or research which is to be answered by the respondents. The respondents answer the questionnaire related to their attitudes, experiences, or opinions which is further used for completion of the questionnaire and if required for some specific project completion.

Questionnaire is used for mostly collecting the quantitative and qualitative data, which is further used for market research as well as in other issues related to health and social issues.

**Q3. Nibea, the skin-care products company, is the world’s largest skin-care brand and a market leader in 46 countries. It is the leading brand globally for sun care, hand and body care, and men’s skin-care products. The product line has been around for more than 100 years, originating with a scientific breakthrough of the first skin cream that did not separate into water and oil. That history, coupled with intelligent marketing based on marketing research, has led to a strong positive brand image, which accounts for much of Nibea’s success.**

**a. Explain the difference between primary and secondary data collection methods. What data collection methods should Nibea use to conduct its research to understand customer preferences better? (5 Marks)**

**b. What are the factors affecting the selection of data collection methods? (5 Marks)**

**Ans 3a.**

**Introduction**

Data is a systematic record of a particular quantity. It is the information used further for processing facts and figures together. Basically it is a collection of information gathered by observations, measurements and research or analysis. Data can be used for business activities both internal and external. It is used for some specific purpose or any surveys or analysis.

**b. What are the factors affecting the selection of data collection methods? (5 Marks)**

**Ans 3b.**

**Introduction**

Data collection is mostly used by the researcher to find the analyses and observation after gathering all necessary information about the research. Primary and secondary data is the most used data collection methods as it gives a clear view of what is required by the business