**Research Methodology**

**December 2022 Examination**

**1. Podea (a mobile company) has been named as the most complained about mobile phone Company, which has shot to the top of the table as the worst smartphone provider. According to the latest figures from the regulator, Ofcom, Podea was the most complained-about mobile provider – with 0.15 complaints per 1,000 – in the last three months of 2018. It saw its complaint figures rise substantially in the last quarter of 2018. The company wanted to pinpoint the specific problems and take corrective action. As a researcher you have been called in, to speak to a number of customers, noting the nature of the specific problems they faced. Because the problem had to be attended to very quickly, you need to collect relevant detailed information from a sample of 50 customers, and analyze the data. You choose to conduct group discussions to understand the problem. What features of focus group discussions will help in this situation? What are the advantages of using focus group discussions in this scenario? (10 Marks) –**

**Ans 1.**

**Introduction**

Focus group discussion is usually used as a subjective way to acquire an in-and-out understanding of social issues. The technique anticipates getting information from a purposefully chosen gathering of individuals instead of a genuinely delegated examination of a substantial number of people. Even though using this method in preservation research has been broad, there is no standard evaluation of the application of the technique. There are no immediately available regulations for defense researchers. Collecting people with similar structures or experiences to have an inside and out discussion about a specific subject is the goal of a focus group discussion.

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**2. The Marketing Director of a pharmaceutical company wants to examine the effects of number of sales personnel, population density, the average sales calls made to the doctors in the region, and the average monthly sales calls made on the chemists in the region, on the sales of the pharmaceutical products of the company. She has six particular regions in mind where she wants to examine these effects. In order to do so, she plans to collect primary data. What are the different types of primary data that can be collected for this purpose? What are the pros and cons of collecting primary data for this purpose? (10 Marks)**

**Ans 2.**

**Introduction**

Pharmaceuticals have been made used to treat illnesses for centuries. In pharmaceutical firms, important information-driven medicine disclosures have come to be a necessarily famous treatment. Countless remedial organizations have combined an examination of genetic expression, functional screening frameworks, and figuring shows to identify the compound styles of oncology medication discovery debts of the interest rate. The start of the drug consisted of plants and home-grown options for dealing with different infections and injuries. Today, the

**3. Chatbots are virtual conversation agents that offer innovative features to connect with customers and thus offer a promising avenue to engage customers. Currently many private and nationalized banks are deploying chatbots for connecting and communicating with customers. This technology is expected to dominate the banking sector in the future by improving customer service. However, the success of banking chatbots will be effective when customers are satisfied with the chatbots and engage in using them. Manisha has been asked to submit a research report on the topic, “Understanding customer usage of banking chatbots in India”.**

**a. Elaborate on the different steps that she needs to consider in the design of the questionnaire for this study. (5 Marks)**

**Ans 3a.**

**Introduction**

The globe is indulging in the look of chatbots, and there's an engaging factor to define the description. Various services have decided to mechanize the interaction and expand the administration scope. It will provide a blunder-free financial experience. We have seen a tremendous advancement in the monetary location. That is where the discussion and

**b. What are the two criteria of a good measurement tool that Manisha needs to keep in mind? (5 Marks)**

**Ans 3b.**

**Introduction**

You can determine their prosperity to ensure they're assisting clients or your agents, whichever experience you want to move along. We found several specialists to analyze vital significant measurements for your chatbot programs. The nature of a chatbot will be estimated by how