**Research Methodology**

**April 2023 Examination**

**1. Which type of research is used for identifying the problems in a business where no prior information is available. Dove is launching a new shampoo for kids, develop a research methodology to identify the opportunities from market. (10 Marks)**

**Ans 1.**

**Introduction**

When a researcher gathers and records their searchings, they generally involve an area of the research approach. This area typically objects to clarifying exactly how and why they accomplished their research in the way they did. Comprehending what this research kind is and the standard methods included can provide an understanding of how to develop this term paper area.

The research method is the why and exactly how of a term paper. A well-organized and made research approach can make sure that our research is legitimate and exact, our outcomes are

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**2. Literature review provides an insight into the past studies and elaborates on the work done in a particular area. Conduct a literature review using 8-10 research papers on your area of interest. (10 Marks)**

**Ans 2.**

**Introduction**

A literature evaluation summarizes a previous research study on a topic. The literature review surveys books, academic short articles, and other sources relevant to particular study areas. The review should describe, enumerate, summarize, clear up, and objectively assess previous research. It needs to give academic research for the research and assist us in locating the nature of the research study. The literature review recognizes the survey of previous researchers and, in so doing, guarantees the visitor that our job has been well conceived. It is assumed that by discussing previous work in the field of study, the writer has evaluated, read, and absorbed that

**3. Airbnb has provided an opportunity to local people to earn by providing guest hosting facilities. This is a two-way benefit: first, it provides raw experience about culture and village lifestyle to consumer and second, it provides income to host. With new government, policy of 50% allow work from home, many business professionals are choosing to ‘work from the himalayas’. Airbnb wants to understand specific customer requirements for such niche market. Also, it needs to understand the hosts perspective on such change.**

**a. Develop a detailed questionnaire to survey the consumer for understanding their needs. (5 Marks)**

**Ans 3a.**

**Introduction**

Airbnb, Inc is an American-based business running an online marketplace for short journeys, homestays, and experiences. The business acts as an intermediary and charges compensation for each remainder or booking. The business was integrated in 2008 by Brian Chesky, Joe Gebbia, and Nathan Blecharczyk. Airbnb is a short variation of its name, Airbed and Morning meals. The

**b. Identify 5 home stays and enlist their experience with such stays , problems faced and expectations. (5 Marks)**

**Ans 3b.**

**Introduction**

Whenever a person travels, he searches for a location where he can feel comfortable. It has all the facilities and requirements required for a person while he avoids town. The host must make the person pleased throughout his keep.