**Research Methodology**

**April 2023 Examination**

**Question 1: Singapore comprises more than 60 surrounding islets and has a population of 5.7 million as of 2016 (www .yoursingapore.com). Globally, it is known for its diverse restaurant industry. 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 (visit www.asiacuisine.com.sg for a description of these restaurants). The questionnaire was pretested with 20 diners who had eaten at all four theme restaurants. Some revisions were made to the questionnaire based on the comments from those people. The survey was then administered to 300 participants in a questionnaire format designed to determine the participant's perceptions of the theme restaurants. To obtain the responses from the customers, the diners designed an elaborate questionnaire. Elaborate on the steps involved in the design of a questionnaire.**

**Ans 1.**

**Introduction**

The 5.7 million individuals who called Singapore home as of the year 2016 have been able to revel in living on a complete of more than 60 neighboring islands (www .yoursingapore.com). People from all over the world have shown a lot of hobbies city because of its varied restaurant scene. The nation has 27,000 consuming establishments, of which 21%, or 21,000, are restaurants. The total range of consuming institutions inside the country is 27,000.

Throughout this study, the tough Rock Café, Planet Hollywood, Celebrities Asia, and the

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**Question 2: As the manager for Sony digital cameras, your objective is to increase market share regarding the handy cams. What information would you find helpful in achieving this goal? 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?**

**Ans 2.**

**Introduction**

A focus group is a form of study wherein an organization asks a particular group of customers for their feedback on a product or service this is both being developed or already existing. This sort of research can occur before or after the launch of the services or products in question. Consciousness group participants are given open-ended questions to reply to throughout the dialogue. They may be strongly endorsed to talk about their ideas and emotions in an uninhibited way with the alternative group

**Question 3a. What different attributes/ variables of data will you collect from customers? What types of primary data can be used for this purpose?**

**Ans 3a.**

**Introduction**

The technique of records collecting for fishing this is finally selected will not only be decided by the variables to be evaluated; the accessibility of the supply and the sources available to the individual will also decide it. In most conditions, a straightforward method can be followed to summarize diverse records

**b. What are the pros and cons of collecting primary data for this purpose? (5 Marks)**

**Ans 3b.**

**Introduction**

Primary facts are more reliable than secondary facts since they're miles compiled and produced by folks that carefully consider every query they need to ask as they achieve this. Human beings place more stock of their insights than within the statistics they get from