**Research Methodology**

**June 2023 Examination**

**Q1. Develop the questionnaire for the following problem.**

**Imagine you being a researcher; want to carry out research study on ‘motives of using LinkedIn in city of Mumbai’**

**For the above-mentioned research topic develop a questionnaire by keeping scaled-response-questions for the motives.** **(10 marks)**

**ANS:**

**Introduction**

The motivation for using LinkedIn in Mumbai is to construct personal branding and notion leadership. Many experts in Mumbai use LinkedIn to proportion their evaluations and thoughts on numerous subjects related to their industry. Utilizing creating and sharing treasured content, they could construct a following and position themselves as experts in their field. LinkedIn allows customers to put up articles, participate in discussions, and connect with peers, which can assist in building credibility and increase visibility.LinkedIn is likewise an effective tool for groups in Mumbai to connect to potential customers and companions.

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**Q2**. **Write the hypothesis visible in the following model. Also identify one Independent, one dependent variable and one Intervening variables.**

**Model: on Facebook users**



**ANS:**

**Introduction**

Facebook is one of the world's most powerful social media systems, with billions of users. These users are not just passive consumers of content material but energetic contributors who create and share their content and interact with others. This makes them a rich source of information for researchers, marketers, and other professionals who want to recognize human behavior, verbal exchange, and possibilities. one of the most thrilling aspects of fb customers is how they create and maintain their online identities. Users control the information they

**Q3 A**. **Perform the Chi-square test for the following problem. You are advised to use EXCEL; procedure calculate the expected frequency in excel and use the formula for chi-square test. Write your conclusion also.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Gender/  Opinion  Banking App | Doesn’t like  it | like it | neutral | Row Total |
| Female | 40 | 30 | 10 | 80 |
| Male | 20 | 23 | 34 | 77 |
| Column Total | 60 | 53 | 44 | 157 |

**ANS:**

**Introduction**

We calculated the expected frequencies using Excel and found the Chi-square check statistic 1 with two levels of freedom. The p-value is the possibility of obtaining a test statistic as severe or extra severe than the determined one, assuming the null hypothesis (independence among gender and opinion) is correct. When you consider that our estimated value is less

**Q3 B**. **Perform the Rank correlation using the following data.** **(5 marks)**

|  |  |  |  |
| --- | --- | --- | --- |
| State | District | Micro  Enterprises | Small  Enterprises |
| UTTARAKHAND | HARIDWAR | 6414 | 2262 |
| UTTARAKHAND | DEHRADUN | 10599 | 1908 |
| UTTARAKHAND | UDHAM SINGH  NAGAR | 7763 | 1844 |
| UTTARAKHAND | NAINITAL | 3002 | 676 |
| UTTARAKHAND | PAURI  GARHWAL | 4677 | 264 |
| UTTARAKHAND | TEHRI  GARHWAL | 1227 | 163 |
| UTTARAKHAND | ALMORA | 1069 | 149 |
| UTTARAKHAND UTTARKASHI |  | 1002 | 111 |
| UTTARAKHAND | PITHORAGARH | 962 | 95 |
| UTTARAKHAND | CHAMPAWAT | 744 | 55 |
| UTTARAKHAND | CHAMOLI | 688 | 49 |
| UTTARAKHAND | RUDRA  PRAYAG | 698 | 37 |
| UTTARAKHAND | BAGESHWAR | 805 | 29 |

**Data: Data.gov.in**

**ANS:**

**Introduction**

Rank correlation is a statistical technique used to degree the electricity of courting among variables. In this example, we can use rank correlation to determine the connection between micro-enterprises and small businesses in various districts in Uttarakhand. The facts indicate