**Research Methodology**

**June 2023 Examination**

**Question 1: Identify a relevant business problem, gather support from literature to identify research gap. Now, develop a research proposal based on the research gap.**

**Ans 1.**

**Introduction**

The period "methodology" refers to the general approach or method hired when doing research, and it's by far the only used the maximum typically. This technique or approach should include the strategy, tactics, and processes used to gather and analyze records. In a research paper or proposal, the methodology phase explains the study design and the movements to be carried out to answer the study's questions or put the hypotheses to the test. Whether it be a studies paper or a proposal, this section of the document is almost usually included. Any other cautioned call for this segment is "methodology," which describes its

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**Question 2: What is meant by a dependent variable? Identify the one from the following theoretical model. State any six hypotheses from this model. Identify the mediating and moderating variable.**

**Ans 2.**

**Introduction**

Intention to use an e-wallet can be defined as the likelihood of people adopting and utilizing digital wallets as a payment approach. E-wallets are digital charge systems that permit users to securely save their charge records in a mobile application or on an internet site, including credit card or bank account details. They may be becoming increasingly popular because of their convenience, security, and speed of transactions. The gathering of statistics may also be completed by using attention companies, character interviews, and surveys. Research on

**Question 3. a: Develop a questionnaire to survey the consumer and collect their response on what factors might be responsible for consumer’s interest in online food buying.**

**Ans 3a.**

**Introduction**

Within the survey, some questions aimed to poll customers about the factors chargeable for their interest in purchasing meals online. The survey was created to poll customers about these factors. The answers to these questions may also provide Nykaa with statistics that will benefit the corporation when it enters

**Question 3. b: Assume you have to conduct an interview. Who will be ideal respondent for the interview? How will you approach them? –**

**Ans 3b.**

**Introduction**

When determining the characteristics of a respondent that cause them to be suitable for an interview, it will likely be necessary to recall both the goal of the inquiry and the scope of the research. This is because both aspects will play a function within the selection-making