**Research Methodology**

**September 2023 Examination**

**Q1. Which type of research is used for identifying the problems in a business where no prior information is available? Nestle is launching a new product in field of ready to eat products. Develop a research plan to identify the opportunities from market. (10 Marks)**

**Ans:**

**Research Plan: Identifying Opportunities in the Ready-to-Eat Market for Nestle's New Product**

**Introduction:**

A complete research plan is vital to discover opportunities within the geared-up-to-consumer market for Nestle's new product. This plan will assist Nestle in benefiting valuable insights into the marketplace landscape, client options, and potential areas for growth. Using research, Nestle can accumulate the necessary data to make informed decisions and tailor their product offerings to meet the market's demands.

**Concept & application:**

The following research plan outlines the steps and methods hired for this purpose.

**Research Plan:**

**1. Objective:** This study targets to pick out and compare possibilities in the ready-to-eat merchandise marketplace for Nestle's new product launch. This study will provide insights

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**Q2. 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:**

**Introduction:**

Artificial intelligence (AI) has witnessed tremendous advancements in recent years, revolutionizing numerous industries and domains. As an AI language model, my interest lies in natural language processing (NLP) and its applications. This literature assessment goal is to provide insight into past studies and difficulties in the work done in NLP, specifically in language technology and understanding. By examining 8-10 research papers, these review goals to highlight critical concepts, applications, and future directions within the field.

**Concept & application:**

Artificial Intelligence (AI) has emerged as a hastily advancing field in latest years, revolutionizing numerous components of our lives. With its capability to imitate human

**Q3. With the rapid advancements in artificial intelligence (AI) in recent years, natural language processing (NLP) has become one of the most exciting fields of research. Chatbots, virtual assistants, and other conversational agents have become increasingly popular as people seek more efficient ways to communicate with machines. One of the most significant breakthroughs in this field has been the development of large-scale language models such as GPT (Generative Pre-trained Transformer) by OpenAI. Chat GPT is the latest iteration of these models, which can be used to build chatbots and other conversational agents that can interact with people in a way that feels natural and human-like.**

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

**Ans:**

**Survey Questionnaire: Understanding Consumer Experience with ChatGPT**

**Introduction:**

Thank you for participating in this survey. We are interested in gathering insights about your experience with ChatGPT, a conversational agent powered by artificial intelligence. Your responses will be valuable in understanding how ChatGPT can be further improved to meet user needs. Please answer the following questions to the best of your knowledge and provide

**b. Identify 5 key areas where ChatGPT can be improved by doing a interview of 4-5 people. (5 Marks)**

**Ans:**

**Introduction:**

With the rapid advancements in artificial intelligence (AI), natural language processing (NLP) has become one of the most exciting study fields. ChatGPT, evolved by OpenAI, is a big-scale language model that has garnered extensive attention for its ability to construct chatbots and conversational retailers that engage with human beings certainly and human in all likelihood. However, like any technology, there is continual room for improvement. To