**Research Methodology**

**April 2024 Examination**

**1. Write the measurement type of each of the following column with proper justification. (10 Marks)**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Reponde nt code** | **gender** | **Age** | **city** | **rating for instagra m** | **rating for**  **REELS** | **no of post per day** | **no of post seen per day** | **no of followers** | **no of following s** |
| **1** | **1** | **29** | **1** | **1** | **3** | **2** | **26** | **439** | **353** |
| **2** | **2** | **25** | **1** | **1** | **4** | **1** | **22** | **340** | **405** |
| **3** | **2** | **23** | **2** | **4** | **2** | **4** | **23** | **315** | **436** |
| **4** | **1** | **26** | **1** | **2** | **2** | **5** | **25** | **444** | **303** |
| **5** | **1** | **29** | **1** | **4** | **4** | **2** | **23** | **377** | **392** |
| **6** | **2** | **21** | **3** | **2** | **4** | **5** | **26** | **456** | **462** |

**The table given below shows the coding for the above snapshot of data.**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | |  | Code Rating For Reels | |  | Code City | |  | Code City | |
| 1 | very much dissatisfied |  | 1 | very much dissatisfied |  | 1 | hmedabad | | 1 | Male |
| 2 | dissatisfied |  | 2 | dissatisfied |  | 2 | Mumbai |  | 2 | Female |
| 3 | neutral |  | 3 | neutral |  | 3 | Delhi |  |  |  |
| 4 | satisfied |  | 4 | satisfied |  |  |  |  |  |  |
| 5 | very much satisfied |  | 5 | very much satisfied |  |  |  |  |  |  |

**Code Rating For Instagram**

**Ans 1.**

**Introduction**

Measurement types in research methodology are essential for understanding data characteristics and applying appropriate statistical analyses. These types delineate how variables are quantified and interpreted within the context of a study. In the dataset provided, various columns represent different kinds of data, from categorical classifications such as gender and city to ordinal rankings reflecting satisfaction levels and ratio measurements like age, number of posts, and followers. Accurately identifying these measurement types is not just a methodological formality; it underpins the integrity of data analysis, ensuring that researchers draw

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**2. Write the questionnaire if your goal is as follows. (10 Marks)**

**Picture yourself employed at Pinky's Vadapav center. Pinky is keen on gaining a deeper understanding of the level of satisfaction her customers experience with both the products and services offered. The menu with prices is provided below. Assist her in carrying out a survey using a 5-point Likert scale to gather this valuable information.**

** Vadapav (oil) 30 INR**

** Vadapav (butter) 40 INR**

** Vadapav (cheese +oil) 50 INR**

** Vadapav (cheese +butter) 50 INR**

** Mumbai Vadapav 60 INR**

**Ans 2.**

**Introduction**

Customer satisfaction surveys are pivotal tools that businesses use to gauge the quality of their service and products from the customer's perspective. Pinky's Vadapav Center, a culinary establishment specializing in various styles of Vadapav, is on the verge of expanding its understanding of customer preferences and satisfaction. Utilizing a 5-point Likert scale, the survey aims to dissect the intricate layers of customer feedback on specific products, including variations of Vadapav made with different ingredients and offered at different price points. The information

**3A. Write the Set of research objectives and research questions in the following research scenario. (5 Marks)**

**Picture yourself as an independent researcher, you objective is to explore the user’s motivation for social media application like Snapchat, Instagram, and WhatsApp. Try to focus on capturing the consumption pattern also.**

**Note: You are supposed to write the Research objective and research questions only.**

**Ans 3a.**

**Introduction**

In the rapidly evolving digital landscape, social media applications such as Snapchat, Instagram, and WhatsApp have become integral to everyday communication and self-expression. Understanding the motivations behind their use and the patterns of consumption is essential for developers, marketers, and researchers alike. This research aims to delve into the psychological and social drivers that influence users' engagement with these platforms and to quantify how these