**Research Methodology**

**Jun 2025 Examination**

**PLEASE NOTE: This assignment is application based, you have to apply what you have learnt in this subject into real life scenario. You will find most of the information through internet search and the remaining from your common sense. None of the answers appear directly in the textbook chapters but are based on the content in the chapter**

**Q1. Organic Tattva is conducting an market survey to analyze customer behavior for their newly launched organic products (visit:**

**https://organictattva.com/?gad\_source=1&gclid=CjwKCAiAw5W-BhAhEiwApv4goIk7DT9YISO97F7TyXm3JIn92jFB4fJ9tykLXpzzCFPLRb8ajj rUYxoCFI4QAvD\_BwE).**

**As a market researcher, develop the broad problem area, research questions, and interview questionnaire. (10 Marks)**

**Ans 1.**

**Introduction**

With increasing health awareness, environmental consciousness, and rising disposable incomes, the organic food market in India has witnessed steady growth. Consumers are more inclined to choose products that are free from harmful chemicals and genetically modified organisms. Organic Tattva, a leading Indian brand in the organic food segment, has been at the forefront of this transition. The company offers a wide array of certified organic items ranging from staples like flour, pulses, and rice to spices, oils, dry fruits, and ready-to-cook meals. To

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**Q2. What is a moderating variable? How a mediating variable is different from moderating variable? Develop a conceptual model by analyzing literature to show the relationship of mediating and moderating variable. (10 Marks)**

**Ans 2.**

**Introduction**

In the field of research methodology, understanding the roles of different types of variables is crucial for building accurate and meaningful models. Two important types of variables that often shape the outcome of research are **moderating** and **mediating variables**. These variables provide deeper insights into how and why relationships between independent and dependent variables exist or vary. A moderating variable influences the strength or direction of the relationship, while a mediating variable explains the mechanism through which the relationship occurs. Differentiating between these two helps researchers design better hypotheses and interpret their findings more effectively. This question explores both concepts in detail and

**Q3A. How can the hypothetico-deductive method be applied to solve a complex business problem, and what are the potential challenges in its application? (5 Marks)**

**Ans 3a.**

**Introduction**

The hypothetico-deductive method is a logical, scientific approach to problem-solving that begins with observation and ends with empirical testing of hypotheses. In the business world, where decisions must be data-driven and risks managed, this method offers a structured framework to address complex challenges. Whether it’s declining sales, customer churn, or supply chain disruptions, applying this method helps identify root causes and formulate effective solutions

**Q3B. Hypothesis:**

**"Consumers' preference for Campacola over global brands (e.g., Coca-Cola, Pepsi) is significantly influenced by nostalgia and affordability rather than taste and health benefits."**

**Survey Question to Test This Hypothesis:**

**Q: What is the primary reason you would choose Campacola over other soft drink brands? (Select the most important factor)**

**- ? Nostalgia (childhood memories, brand heritage)**

**- ? Affordability (lower price compared to Coca-Cola/Pepsi)**

**- ? Taste (unique flavor profile)**

**- ? Health benefits (less sugar, natural ingredients)**

**- ? Indian-origin brand preference**

**- ? Other (please specify):**

**You have to choose, examine and elaborate on one of the options/factors given in the survey question. (5 Marks)**

**Ans 3b.**

**Introduction**

CampaCola, once a popular Indian soft drink brand, has recently been revived, sparking strong consumer emotions. Among the various factors influencing brand preference, nostalgia plays a significant role. Many Indian consumers remember CampaCola from their childhood during the 1980s and 1990s—a time when global giants like Coca-Cola and Pepsi had not yet dominated the Indian market. This emotional connection sets the stage for understanding why