

**NMIMS Centre for Distance and Online Education (NCDOE)**

**Course:** Research Methodology

**Internal Assignment Applicable for Jun 2026 Examination**

Assignment Marks: 30

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**Instructions**

- *All Questions carry equal marks*
- *All Questions are compulsory*
- *All answers to be explained in not more than 1000 words for question 1 and 2 and for question 3 in not more than 500 words for each subsection. Use relevant examples, illustrations as far as possible*
- *All answers to be written individually. Discussion and group work is not advisable.*
- *Students are free to refer to any books/reference material/website/internet for attempting their assignments, but are not allowed to copy the matter as it is from the source of reference.*
- *Students should write the assignment in their own words. Copying of assignments from other students is not allowed*
- *Students should follow the following parameter for answering the assignment questions*

<b>For Theoretical Answer</b>	
<b>Assessment Parameter</b>	<b>Weightage</b>
Introduction	20%
Concepts and Application related to the question	60%
Conclusion	20%

<b>For Numerical Answer</b>	
<b>Assessment Parameter</b>	<b>Weightage</b>
Understanding and usage of the formula	20%
Procedure / Steps	60%
Correct Answer & Interpretation	20%

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**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

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- Q1** A national retail chain is facing high customer churn rates across several regional markets. The marketing manager is considering launching a research project to identify the key drivers of customer attrition. However, the company has limited resources and needs a research model that is both efficient and applicable across different regions. The manager is aware of the importance of parsimony and generalizability in research design and wants to ensure that the findings can be implemented company-wide. Given the scenario, how should the manager apply the principles of parsimony and generalizability when designing a research framework to address the issue of customer churn in multiple regional markets?
- (10 Marks)**
- Q2** A financial services firm is launching a study to understand the factors influencing client trust in digital banking platforms. The research team is debating whether to adopt a positivist approach, focusing on objective measurement and hypothesis testing, or a constructionist approach, emphasizing clients' subjective experiences and meaning-making. The choice of perspective will shape the research questions, methods, and ultimately, the recommendations provided to management. Evaluate the implications of adopting a positivist versus a constructionist research perspective for the following business research project. Critique how each perspective would influence the research design, data collection, and interpretation of results, and justify which approach would be more suitable for the organization's objectives.
- (10 Marks)**
- Q3 (A)** A leading technology company has recently implemented a remote work policy across its global offices. While initial feedback is positive, leadership is concerned about long-term impacts on productivity and employee satisfaction. They want a research project that not only measures outcomes but also uncovers underlying factors influencing these results, using both numerical data and employee narratives. Propose an innovative mixed-methods research framework for a technology firm seeking to evaluate the effectiveness of its new remote work policy on employee productivity and satisfaction. How would you ensure the research design addresses both the

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objective and subjective aspects of the problem, and what steps would you take to maximize the reliability and validity of your findings?

**(5 Marks)**

- Q3 (B)** A leading beverage company is facing declining sales of its traditional and diet sodas due to growing consumer health concerns and dissatisfaction with artificial sweeteners. The R&D and marketing teams are tasked with developing a new low-calorie soda that appeals to health-conscious consumers without compromising on taste. They need a research methodology that captures both the nuanced consumer attitudes (qualitative) and measurable taste preferences (quantitative) to guide product development. Propose a mixed-methods research design that a beverage company could use to develop a new low-calorie soda, ensuring the approach addresses both consumer health concerns and taste preferences. How would you structure the research process to maximize the reliability and validity of the results?

**(5 Marks)**

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