

Trimester: July 2024 – November 2024		
Examination: ETE Exam		
Programme code: 15 Programme: PhD	Class: FY	Semester: I (SVU 2024)
Name of the Constituent College: K. J. Somaiya Institute of Management	Name of the department/Section/Center: HR /BA	
Course Code: 117D23I101	Name of the Course: Research Methodology	

Maximum Marks: 50

Date: 29thNov, 2024

Notes:

- 1. Q1 is compulsory.**
- 2. Attempt any four questions from Q2 to Q6.**
- 3. Make suitable assumptions if required and state them.**

Question No.		Max. Marks
Q1	What is theory? What is the difference between constructs and variables? Discuss the difference using a specific example or any research idea.	6
Q2	Give an overview of the research process. Take any area of research that interests you and showcase the research process in action/ application.	11
Q3	What is a research paradigm. Differentiate between Positivist and Constructivist-Interpretivist paradigms. Take any research question. Justify the choice of methodology/ approach to address the question.	11
	<p>Case: FORTUNE AT THE LAST FRONTIER</p> <p>Nikhil Thareja belonged to the third generation of Thareja & Sons Builders, a company started by Nikhil's grandfather Lala Harbans Lal Thareja in 1947. Nikhil Thareja, the heir apparent of Thareja & Sons, had been called by his grandfather and given his first independent Strategic Business Unit (SBU). The plan was to set up a new project, "Twilight Luxury: Retirement Solutions for Those Who Reinvent Life". The idea was to set up retirement solutions or housing for senior citizens who had the resources and who could manage an independent lifestyle. Though Nikhil was apprehensive about the business idea, he respected his grandfather's wishes. He also decided to make a success of the challenging opportunity and to have a strategy that was focused and thus watertight enough to minimize the risk of failure. For this purpose, he felt that a need gap analysis was needed. He knew that in the information world that he lived in, the market data on the segment as well as the</p>	

	<p>industry of old-age housing solutions would not be a problem. Thareja Builders had the brand image of delivering to those who felt with the heart rather than those who thought with the mind. Thus, he felt that to feel with the heart, he needed to conduct a comprehensive study on the Indian senior. The study would assess his physical, emotional and aesthetic needs; what a home or housing solution meant for him/her; if the need was of comfort or stylish luxury—companionship or hassle-free living; the kind of utility and medical support the person was looking for. What was the long-term purpose of the investment? Was it an asset that he wanted to leave for his loved ones? or if he was philanthropic enough to leave it to others like him who may need a home but did not have the means to do so or simply leave it to charity. Nikhil also felt that the retirement housing would find more takers amongst the urban SEC A consumers. However, he felt that there might be a difference in how an old couple looked at the offering as compared to a widowed senior. Nikhil Thareja picked up the phone to call Shantanu Roy, his classmate at London School of Business, who ran a highly successful research agency in Mumbai. “Hi Shantanu, this is Nikhil here. I have a highly confidential business assignment for you that is of critical importance for me and I have full faith that you will be able to give me the correct directions. This is what I want you to do ...”</p> <p>Q4 Question</p> <p>Design a questionnaire to assess the preferences of senior citizens regarding retirement housing. Focus on capturing:</p> <ol style="list-style-type: none"> 1. Physical, emotional, and aesthetic needs. 2. Preferences for luxury vs. comfort. 3. Desired companionship and medical/utility support. 4. Intentions behind the investment (asset for loved ones, philanthropy, or charity). <p>What types of questions (e.g., open-ended, closed-ended, Likert scale) would you include? Justify the use of these question types to ensure comprehensive and actionable insights for Nikhil's strategic planning.</p>	11
	<p>Case: StarSpice Café: Revitalizing Brand Presence</p> <p>StarSpice Café is a mid-sized café chain that specializes in offering unique global cuisines with an Indian twist. Positioned as a casual dining destination, it competes with larger coffeehouse chains like Starbucks and independent boutique cafés. StarSpice Café offers an extensive menu ranging from exotic teas, freshly brewed coffee, and fusion dishes to desserts inspired by various cuisines.</p>	

In 2023, StarSpice Café was operating 150 outlets across major metropolitan cities in India. Despite its unique positioning, the brand started experiencing stagnant growth due to increasing competition and shifting consumer preferences toward healthier options and premium experiences. To regain its market share and attract new customers, StarSpice Café created a dedicated Strategy and Innovation Team. This team was tasked with:

- Understanding customer demographics, preferences, and perceptions.
- Assessing competition within the café and casual dining industry.
- Enhancing the menu by introducing health-conscious and sustainable options.
- Reimagining the brand's value proposition with a focus on ambiance, service quality, and price competitiveness.

The café chain conducted a comprehensive survey to capture insights on customer satisfaction levels, preferences, and brand awareness. The data collected will help StarSpice Café make informed decisions to strengthen its market position.

Following is the questionnaire:

Section 1: Customer Demographics

1. What is your age group?
 - 18-25
 - 26-35
 - 36-50
 - Above 50
2. What is your occupation?
 - Student
 - Professional
 - Homemaker
 - Retired
 - Other: _____
3. How often do you dine out or visit cafés?
 - Daily
 - Weekly
 - Monthly
 - Rarely
4. Which city do you currently reside in?
 - _____

Section 2: Brand Awareness

5. How did you first hear about StarSpice Café?
 - Social Media
 - Friends/Family Recommendation
 - Advertisement

- Walk-by/Location Proximity
- Other: _____

6. Have you visited StarSpice Café before?

- Yes
- No

7. If yes, how often do you visit?

- Weekly
- Monthly
- Occasionally

Section 3: Customer Satisfaction

8. Rate your satisfaction with the following aspects of StarSpice Café:
(1 = Very Dissatisfied, 5 = Very Satisfied)

- Quality of Food: 1 | 2 | 3 | 4 | 5
- Variety in the Menu: 1 | 2 | 3 | 4 | 5
- Price Affordability: 1 | 2 | 3 | 4 | 5
- Ambiance: 1 | 2 | 3 | 4 | 5
- Speed of Service: 1 | 2 | 3 | 4 | 5
- Staff Friendliness: 1 | 2 | 3 | 4 | 5

9. What do you like most about StarSpice Café?

- Menu Variety
- Ambiance
- Service
- Pricing

10. What areas do you think StarSpice Café should improve?

- Food Quality
- Service Speed
- Healthier Options
- Menu Pricing

Section 4: Competitive Comparison

11. How would you rate StarSpice Café compared to other cafés (e.g., Starbucks, CCD)?

- Better
- Same
- Worse

12. Would you recommend StarSpice Café to your friends and family?

- Yes
- No

Q5.

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Question 5

Is there a significant difference in the average perception of satisfaction criteria “Quality of Food” and “Price Affordability”

- (i) Which statistical technique would you choose for this study, and why? Provide justification for your selection.
- (ii) Frame the appropriate Null and Alternative Hypotheses
- (iii) Interpret the results.

State your conclusion based on the output tables given below.

Table 1: Samples Statistics

		Mean	N	Std. Deviation
Pair 1	Quality of Food	4.35	150	0.921
	Price Affordability	2.38	150	1.232

Table 2: Test Outcome

		Mean difference	Std. Deviation	Sig. (2-tailed)
Pair 1	Quality of Food - Price Affordability	1.97	1.263	.258

Q6

11

Identify the association between “Age Group” and “What do you like most about StarSpice Café”.

State your conclusion based on the output tables given below.

Table 1

	Value	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.070	0.032
Likelihood Ratio	5.798	0.045
Linear-by-Linear Association	0.057	0.051

N of Valid Cases	150	
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Table 2: Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	0.636	0.032
	Cramer's V	0.623	0.032
	Contingency Coefficient	0.546	0.032
N of Valid Cases		150	