**Research Methodology**

**NMIMS Solved Assignments for December 2024**

**Q1. Samsung mobile phones have been facing a significant decline in market share over the past one year in India, despite the growing overall demand for Mobile Phones. The company’s sales have decreased by 12%, while competitors have seen a growth of 18% in the same period. This decline is affecting the company’s profitability and brand position in the market. This decline is occurring despite an overall increase in industry demand. The problem impacts the company’s profitability, brand strength, and market position. Which type of research study is above and what can be the research questions for this study? Explain which research design you will follow and why?**

**Answer:**

**Introduction:**

Samsung's declining market share in the Indian smartphone market, despite overall industry growth, is a significant concern for the company. The problem is multifaceted, impacting Samsung's profitability, brand strength, and market position. To address this issue effectively, a comprehensive research study is necessary to identify the underlying causes and develop appropriate strategies. This research will aim to uncover the factors contributing to Samsung's declining market share, analyze the competitive landscape, and provide insights to help the company regain its footing in the Indian smartphone market.

**This is partially solved sample answer**

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**Q2. You are working in the HR department of Havells India; who have 15 state-of-the art manufacturing plants spread across 8 locations in India. You have to study the relationship of Annual Increment (three levels 5%, 8% and 10%) and employee productivity (in units). Explain the design of experiment, independent, dependent and extraneous variable (assume any) for the study. What can be the potential threat to internal and external validity in this experiment?**

**Answer:**

**Introduction:**

Havells India, with its extensive network of 15 manufacturing plants across eight locations, seeks to understand the impact of annual salary increments on employee productivity. The relationship between different levels of salary increases (5%, 8%, and 10%) and productivity measured in units produced is crucial for optimizing human resource strategies. This study aims to explore how varying increments influence employee output, thereby informing future compensation policies and enhancing overall productivity. By analyzing this relationship, Havells can better align its remuneration strategies with employee performance, ultimately contributing to the company's growth and operational efficiency.

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**Q3. In recent years, the financial landscape has witnessed significant transformations driven by advances in technology and the widespread adoption of online banking platforms. The emergence of online banking has revolutionized the way consumers engage with banks. With the increasing adoption of digital banking channels, it is crucial to assess how traditional banking methods are affected in terms of customer behavior, service demand, Trust, Security, operational adjustments and the response to the socio-demography of consumers.**

**a. Develop a comprehensive research plan to compare customer satisfaction and service efficiency between online and offline banking.**

**Answer:**

**Introduction:**

The financial landscape is rapidly evolving, particularly with the rise of online banking platforms that have transformed consumer engagement with traditional banks. This shift necessitates a thorough examination of customer satisfaction and service efficiency between online and offline banking methods. Understanding how these two channels affect customer behavior, trust, and service demand is crucial for banks to adapt their strategies effectively. This research aims to identify key differences in customer experiences across both banking formats, providing insights that can enhance service delivery and meet the changing needs of consumers.

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**b. Develop a Structured questionnaire for this study.**

**Answer:**

**Introduction:**

The rapid evolution of the financial landscape, particularly due to technological advancements and the widespread adoption of online banking, necessitates a thorough examination of customer satisfaction and service efficiency across banking methods. Understanding how these changes impact customer behavior, trust, and security is essential for banks to adapt effectively. A structured questionnaire will provide valuable insights into consumer preferences and experiences, enabling financial institutions to enhance their service offerings and meet the diverse needs of their clientele.

**This is partially solved sample answer**

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