



**NAVRACHANA
UNIVERSITY**
a UGC recognized University

School: School of Business and Law
Program/s: BBA
Year: 3rd **Semester:** 5th
Examination: End Semester Examination
Examination year: December - 2021

Course Code: HS302 **Course Name:** Business Research Methods
Date: 09/12/2021
Time: 2:30 pm to 4:30 pm

Total Marks: 40
Total Pages: 2

Instructions:

- Write each answer on a new page.
- Kindly attempt all the questions in the order mentioned in question paper
- All questions are compulsory
- * COs=Course Outcome mapping. # BTL=Bloom's Taxonomy Level mapping

Q. No.	Details	Marks	COs*	BTL#
Q.1	<p>Currently, there are 157 million social commerce shoppers, which is 53% of the total shoppers in India. This number is expected to grow at a rate of 45% to reach around 228 million by the end of 2022. The combination of social media with digital commerce is seeing huge growth considering the benefit it brings to customers as well as businesses. For businesses, it brings cost-effectiveness and reach through digital marketing, as it connects them directly to their customers. At the same time, the recommendations and comments help customers make a buying decision. This ensures that products are offered at affordable prices with an ability to shop on the platform itself rather than switching to other e-commerce apps or websites.</p> <p>As per the report, most consumers use social media apps like YouTube, WhatsApp, Facebook and Instagram to shop online. Apart from YouTube, the younger customers prefer to shop on Instagram and Facebook, while the older customers prefer to shop on Facebook and WhatsApp. Social commerce users are very likely to make online purchases from ShareChat in the future. A large majority of these customers are thrilled with the concept of browsing through social media platforms and shopping at the same time, however, the shopping behaviour varies between males and females. Most male shoppers scroll through social media without any intention of making a purchase and if they end up making one, it's because the marketing campaign initiated by the brand has played a vital role in influencing the buyer. On the other hand, female shoppers specifically search for their preferable brand on the app to either know more about the product/service or to validate their final choice.</p> <p><i>(Source: Business Insider, November 26, 2021)</i></p> <p>With the growing trend of social commerce as highlighted in the above research by WATConsult, you were asked to conduct a resesrach on the social commerce preference and satisfaction among the people of Vadodara. The objectives defined for your research are:</p> <p>i) To understand social commerce behavior of people of Vadodara including their preference for social commerce, platforms used for social commerce, reasons to shop their social media apps, benefits of social commerce and satisfaction of shopping through social media apps</p>	30		

ii) To understand the difference in buying behavior of social commerce shoppers based on different demographic variables including gender, age, income, occupation etc.																				
Answer the following questions in this context.																				
a.	Prepare a theoretical framework listing independent/dependent/moderating variables for conducting above research	5	CO4	BT2, BT3, BT6																
b.	Write all the six components of research design for conducting the above research	5	CO5	BT1, BT2, BT3																
c.	What would be appropriate sampling method for your research. Describe that method and justify its appropriateness.	5	CO7	BT2, BT3																
d.	Prepare an appropriate questionnaire using appropriate measurement scales for the purpose of conducting the above mentioned research (Questionnaire should have 10 questions excluding the questions related to demographic variables)	10	CO6	BT2, BT3, BT6																
e.	Mention the appropriate statistical test for testing each of following hypothesis and your conclusion based on the provided p-value at 10% significance level. Preference towards social commerce is measured based on scale of 1-5 ranging from least preferred to highly preferred.	5	CO9	BT3, BT4, BT5																
<table border="1"> <thead> <tr> <th>Hypothesis</th> <th>Test</th> <th>p-value</th> <th>Conclusion</th> </tr> </thead> <tbody> <tr> <td>There is significant relation between gender(male vs female) and preference towards social commerce.</td> <td>?</td> <td>0.004</td> <td>?</td> </tr> <tr> <td>There is significant relation between five different age-groups and preference towards social commerce.</td> <td>?</td> <td>0.06</td> <td>?</td> </tr> <tr> <td>There is significant relation between gender and whether(yes or no) they shop through social media apps</td> <td>?</td> <td>0.12</td> <td>?</td> </tr> </tbody> </table>		Hypothesis	Test	p-value	Conclusion	There is significant relation between gender(male vs female) and preference towards social commerce.	?	0.004	?	There is significant relation between five different age-groups and preference towards social commerce.	?	0.06	?	There is significant relation between gender and whether(yes or no) they shop through social media apps	?	0.12	?			
Hypothesis	Test	p-value	Conclusion																	
There is significant relation between gender(male vs female) and preference towards social commerce.	?	0.004	?																	
There is significant relation between five different age-groups and preference towards social commerce.	?	0.06	?																	
There is significant relation between gender and whether(yes or no) they shop through social media apps	?	0.12	?																	
2.	Explain the difference between basic research and applied result and give examples	5	CO1	BT1, BT2, BT3																
3.	Comment on any five type of rating scales with example	5	CO6	BT1, BT2, BT3																

*****End of Question Paper*****