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ASSIGNMENT

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Name of Examiner _____

Signature _____

Q.1

Design a survey questionnaire for promoting a new toothpaste in the market.

A survey questionnaire is one of the most common tools in research methodology used to collect information directly from respondents. It helps researchers understand the needs, habits, preferences, and opinions of consumers in a structured way.

When promoting a new toothpaste in the market, a questionnaire can reveal customer expectations such as preferred brand features (Whitening, herbal, sensitivity relief), price sensitivity, buying behavior, and willingness to switch brands. This information helps companies design effective marketing strategies and position their product successfully.

Survey Questionnaire (MCQ Format)

1. How many times do you brush your teeth daily?

- (a) Once
- (b) Twice
- (c) More than twice

2. Which toothpaste brand do you currently use?

- (a) Colgate
- (b) Pepsodent
- (c) Sensodyne
- (d) Dabur
- (e) Other

3. What factor influences your choice of toothpaste the most?

- (a) Price
- (b) Brand reputation
- (c) Dentist's recommendation
- (d) Whitening effect
- (e) Herbal / Natural ingredients

4. Would you be willing to try a new toothpaste brand if available at the same price as your current one?

- (a) Yes
- (b) No
- (c) Maybe

5. Which feature would you prefer the most in a new toothpaste?

- (a) Whitening
- (b) Sensitivity relief
- (c) Fresh Breath
- (d) Anti-cavity protection
- (e) Herbal / Natural

6. What flavor would you prefer in toothpaste?

- (a) Mint
- (b) Herbal
- (c) Fruit-based (Strawberry / Orange)
- (d) No flavor

7. How much would you be willing to spend on toothpaste per month?

- (a) Below ₹50
- (b) ₹50 - ₹100
- (c) ₹100 - ₹150
- (d) Above ₹150

8. From where do you usually buy toothpaste?

- (a) Local shop
- (b) Supermarket
- (c) Online store
- (d) Pharmacy

9. Would you recommend a toothpaste to others if you find it effective?

- (a) Yes
- (b) No
- (c) Not sure

Q2

Compose using suitable examples:

- i) Descriptive and Analytical research
- ii) Conceptual and Empirical research

i) Descriptive vs Analytical Research

Descriptive Research

- Meaning: Descriptive research is conducted to describe characteristics of a population or a phenomenon. It "answers" "what is happening" but does not explain "why it is happening".
- Approach: Fact-finding, survey-based, observational.
- Example: Conducting a survey to find out "How many people brush their teeth twice a day".

Analytical Research

- Meaning: Analytical research goes beyond description and tries to analyze, interpret, and explain the reasons behind a phenomenon. It answers "Why and how it happens?"
- Approach: Uses statistical, mathematical, or logical techniques for analysis
- Example: Studying "Why people prefer herbal toothpaste over chemical-based toothpaste".



Comparison Table:

Aspect	Descriptive Research	Analytical Research
Objective	To describe existing situation	To analyze and explain causes & relationships
Focus	"What is happening"	"Why and how it happens"
Method	surveys, observations, fact collection	statistical analysis, interpretation
Example	Survey on number of people using colgate	Analysis of why Colgate is more popular

ii) Conceptual vs Empirical Research

Conceptual Research

- Meaning: conceptual research is based on ideas, theories, and abstract concepts. It focuses on developing new models or frameworks without direct experimentation.
- Approach: Theoretical and idea-driven.
- Example: Developing a new theory of consumer loyalty in toothpaste buying behavior.

Empirical Research

- Meaning: Empirical research is based on observational experiments, and practical evidence. Data is collected through surveys, fieldwork, or experiments.
- Approach: Practical and evidence-driven.
- Example: Distributing free toothpaste samples and measuring actual consumer response in sales increase.

Comparison Table:

Aspect	Conceptual Research	Empirical Research
Objective	Develop new theories or ideas	validate ideas through data & evidence
Focus	Abstract thinking, models, frameworks	Observation, experiments, real-world testing
Method	Literature review, logical reasoning	Surveys, field experiments, statistical tests
Example	Proposing "eco-friendly packaging impairs trust"	Testing with actual eco-friendly toothpaste sales!