# Exam Submission Report

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| **Student Name:** | Abdellah Mohamed |
| **Course Name:** | Module1: Advanced Quantitative Research Methods for Business Leadership |
| **Exam Title:** | Assignment Exam |
| **Submitted On:** | 2025-10-13 11:39:50 |

**Que: Assignment Components:1. Introduction (10%)In this section, you should:• Clearly articulate the business problem faced by Ascencia (e.g., declining sales, limited innovation, or market saturation).• Provide background information explaining why this issue is significant for the company and the wider industry.• Formulate a research question and one or more hypotheses that your study will test.2. Literature Review (20%)You must conduct a critical review of existing literature related to quantitative research in business contexts, particularly in:• Consumer behaviour and technology adoption • Market demand forecasting and pricing analysis• Application of quantitative techniques • Synthesize academic sources to establish a theoretical foundation for your study. Show how existing research supports or challenges your approach.Use at least 10 academic sources, ensuring they are recent (preferably within the last 10 years).3. Methodology (30%)This section is the core of your project. You must:• Present a research design that aligns with your research question and hypotheses.• Justify your choice of quantitative method(s)• Describe your variables, measurement scales, and the data collection process.• Identify and justify the statistical techniques • Provide a clear rationale for your methodological choices and link them to your research objectives.4. Data Collection and Analysis (25%)Collect or simulate quantitative data relevant to the research problem. You may use:• Secondary data (from industry reports, market studies, Eurostat, etc.)• Primary data (surveys or online questionnaires, if possible)• Simulated data (if real data is not available, using realistic assumptions)Present your results clearly using tables, graphs, or charts, and provide interpretations of the outcomes.5. Discussion and**

**Application (10%)• Discuss how your research findings can help the company address its core business challenge.• Interpret what the statistical results imply for decision-making and strategic direction.• Highlight any limitations of your study and suggest how these could be overcome in future research.6. Conclusion and Recommendations (5%)• Summarise the main findings of your research.• Provide strategic recommendations based on your analysis, such as:• Entering specific markets• Adjusting pricing strategies• Investing in certain technologies or demographic segmentsAdditional Guidance• You must demonstrate rigorous use of quantitative techniques throughout your project.• You are encouraged to integrate real-world examples from other companies or industries to enrich your discussion.• Data visualisation is strongly encouraged (e.g., histograms, scatterplots, correlation matrices).• Ensure that your work adheres to ethical research standards.• All sources must be referenced in Harvard format.• The total word count must not exceed 5,000 words.**

Ans: bsrgfntnh tnttyty tyntntyn ndnfgngfn nfgnfgnfg gn mgmg nghmngh mngh gfbnfgnf.

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