SY MBA   School of Commerce and Management   Department:- Management

Course Code : MMC MM 614   Course Title:-Marketing Research   Semester – Even

Day and Date : Thursday 30/5/2019   End Semester Examination   Time: 3 hrs, Max Marks: 100
   2.30 to 5.30 PM.

Instructions: 1) All Questions are compulsory.

		Marks	COs	Bloom's Level
Q.1	Answer/Solve the following.			
a)	A lot of business magazines conduct surveys, for example the best management schools in the country, the top ten banks in the country, the best school to study etc. What to do you think of these studies, would you call them research? Why/Why not? Answer Why	10	CO1	L3
b)	You plan to export semi precious stones from Jaipur to countries like USA, Canada & European Union. What would be the nature of information required by you? How would secondary data source would help you here?	10	CO2	L3
	OR			
b)	Meera Sanyal has decided to open a placement agency. Kindly advice her on: a) Sources of relevant data b) Mention the required demographics of the enrolled candidates	10	CO2	L3
Q.2	Answer/Solve the following.			
a)	The election commission of India had undertaken a big advertising campaign for voter's awareness at state and national level. It used different media for the campaigns such as electronic, Print and Internet etc. Now as the elections are over it wants to assess the effectiveness of its campaigns. Suggest appropriate methods of advertising research with justification.	10	C03	L3
b)	How questionnaire assist in survey research? How will you design a questionnaire for measuring attitude of people towards insurance services? OR	10	CO4	L6
b)	AB Automobile is a leading two wheeler company in India. It wants to measure customer satisfaction for its 150 CC moped named as 'Speed'. Design a schedule for direct interview method to measure customer satisfaction.	10	CO4	L6
Q.3	Answer/Solve the following.			
a)	Illustrate with example the components of sound	10	CO5	L3

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research.

OR

a)	Discuss the steps in formulation of marketing research.	10	CO5	L3

Q.4   Answer/Solve the following.

a) Mr. Mohan Mehta is an entrepreneur in textile industry. He has conceived an idea to design garments for people who are very bulky but want lean look after wearing readymade garments. Now he has to estimate of people who large sized shirts (42 size above) and large sized trousers (38 size and above)   10   CO6   L3

                For this research a suggestion was came upfor research experts that they should employ some observers at entrances of various malls and their job would be to look at the people who walked into the malls and to see whether the customers wearing a big sized shirt or trouser.

Critically analyze the sampling design that is being used in the study

b)	Discuss the significance of sample selection in research.	10	CO6	L3

c) Suggest the type of measurement scale you would use for each of the following characteristics? Give appropriate reason for choosing the scale and then develop an appropriate question for each scale chosen   10   CO6   L5
      a) Customer satisfaction
      b) Pre purchase perception

OR

c) Suppose there are five banks present near to your location. Determine a constant sum rating scale to understand preference for these banks.   10   CO6   L5

Q.5   Answer/Solve the following.

a) Bharat Manufacturing Limited is developing an electric car from last three years. The concept design of the car is in the process of finalization and soon after the test trials the company is planning for the commercial production. But due to domestic and international competition and changing demands of customers it has thought to make a market research to assess the potential demand for its car in Indian Market. As a marketing manager you are asked to prepare research project. Design the plan to execute research.   10   CO5   L6

b) Mr. Shah is a marketing manager of National electronic consumer durable goods marketing organization. For last couple of years company has suffered from decline in sales. Mr. Shah wants to study the reason of decline in sales. Mr. Shah wants marketing research department to do a study to determine reason for decline in sales   10   CO5   L6

a) Which research design Viz; exploratory, descriptive or causal research will the department use and why?
b) What data to be collected by the research department? & from what sources?

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