

Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 2

P7886

[6118]-2009

First Year M.B.A.

MKT 205 - SC - MKT - 01: MARKETING RESEARCH

(Revised 2019 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:-

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.

Q1) Define the following terms. Attempt any Five:

[5×2=10]

- a) Define Marketing Research.
- b) Define Market Research.
- c) Recall Construct and Questionnaire.
- d) Enlist various Steps in Marketing Research Process.
- e) Recall Research Design.
- f) State the Application of Marketing Research.
- g) Compare and Contrast Marketing Information System and Marketing Intelligence System (2 Points).
- h) Write full form of SPSS, AMOS, AI, and ML.

Q2) Attempt any Two:

[2×5=10]

- a) Write in details various functions of Marketing Research with suitable example.
- b) Explain ethical issues encountered in Marketing Research with live example from Industry.
- c) Compare and Contrast Qualitative and Quantitative research with suitable example (5 points minimum).

P.T.O.

[1×10=10]

Q3) Attempt any One:

- a) Create combination of attributes and Levels for 3*3 metric for soft drink Attribute are Price, Volume and Color. Consider yourself as Consumer and Highlight most feasible/Preferred combination with explanation.

Price in Rupees	Volume in ML	Color
200	1000	Red
100	700	Green
50	250	Blue

- b) Positioning of company's Offering plays a crucial role in Success of Product- state and articulate the methods used to Position the product in the Market with suitable example from Automobile Industry.

Q4) Attempt any One:

[1×10=10]

- a) Draft a Marketing Research Proposal for the Automobile company wants to find out the acceptance of electric vehicle (SUV Segment) in Indian Market.
- b) Relate GTM (Go to Market Strategy) for the product of your choice and explain the same in details.

Q5) Attempt any One:

[1×10=10]

- a) Design a Questionnaire to carry out Brand research for Product of your choice from FMCG sector and highlight Construct, items and variables in the Questionnaire.
- b) Create Research design for International Marketing Research for product of your choice from Automobile Industry.



18 Aug 2022

Total No. of Questions : 5]

SEAT No. :

[Total No. of Pages : 3

P6878

[5860]-217

First Year M.B.A.

205 - SC - MKT - 01 : MARKETING RESEARCH

(2019 Pattern) (Semester-II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.*
- 2) Draw neat labelled diagram wherever necessary.*

Q1) Solve any 5.

[10]

- a) Enlist any two threats to marketing Research.
- b) Name any two types of Research Design.
- c) Multiple choice Questions.
 - i) If a company uses customer interviews about how the costs of using a new product compare to those of using an existing one it is using _____.
 - A) Bench marking
 - B) a Compositional approach
 - C) a Field value in use assessment
 - D) Conjoint Analysis
 - ii) If a company asks customers to rank their preferences for alternative market offerings or concepts and uses statistical analysis to estimate the implicit value placed on each attribute they are using _____.
 - A) Focus group assessment
 - B) Direct survey questions
 - C) Field vlue-in-use assessment
 - D) Conjoint Analysis
- d) List two uses of test marketing.

P.T.O.

- e) Define the concept of Market demand and Market potential.
- f) Sources of Marketing information are categorised in to two groups. What are they?
- g) State the following methods used when selecting names from a telephone directory for a survey. State what kind of sampling each one of them is
 - i) Using a table of random numbers.
 - ii) Taking the first name in every column in every page.
- h) The advertising is selecting slots for the advertising on the basis of which study?

Q2) Attempt any 2 out of 3 :

[10]

- a) Explain the conditions required to be satisfied before carrying out a factor analysis.
- b) Give five specific potential sources of secondary data that you would consult to estimate the Indian market potential for a new product. (Choose a product of interest to you)
- c) Discuss the recent trends in marketing research.

Q3) a) Choose which sampling design you would suggest for the following situation. Why?

[10]

- i) A survey by a private airline to understand the preferences and services expected by non business travellers.
- ii) A survey to estimate the awareness of the use of pure water for drinking purposes in the rural areas of Rajasthan.

OR

- b) A startup company wants to develop a new product ie. two wheeler electric vehicles. Consider your self as a marketing manager and wants to know the customer preferences for electric vehicles through conjoint analysis construct a conjoint analysis plan and determine the important attributes for the research with justification.

Q4) a) Explain advertising research for determining the immediate short term and long term effects of an advertising campaign for newly brand of chocolates across India. [10]

OR

b) You have decided to start a new venture. Before you start, you decide to conduct marketing research to determine what new product and services are in demand. Decide the steps in marketing research you will follow determine the demand for the new product or service.

Q5) a) Multiplex industry has commercialized by offering not only movies but also vast of food courts and gaming zone. To their advantage is the changing lifestyle of urban youths as they want different places to “hangouts” and socialise. A multinational chain of multiplex is planning to enter and start a multiplex in your city. You are required to carry out a research to find out customers expectations from the multiplex. Prepare a research proposal to be submitted to the organisation. [10]

OR

b) A Symbolized by vacant office buildings empty shopping malls and abandoned flats in metropolitan areas, the new corona virus disease 2019 has severely impacted real estate markets. In this situation a well reputed builder having empty towers of residential flats consisting of 2 BHK and 3 BHK with all the possible amenities. They want to identify how price change will affect customer buying decision. Identify the importance of pricing research and design an optimum price - product - feature configuration for the given product.



24 Feb 2023

Total No. of Questions : 5]

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PA-4181

[5946]- 217

M.B.A. - I

205-SCMKT-01 : MARKETING RESEARCH
(2019 Pattern) (Semester - II)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Assume suitable data if necessary.

Q1) Solve any Five

- a) What are broad categories in which Marketing Research can be divided.
[2]
- b) List any two statistical softwares used for Marketing Research. [2]
- c) What is discriminant analysis. [2]
- d) Name different forecasting methods. [2]
- e) Explain the concept of TRP. [2]
- f) List any two limitations of Marketing Research. [2]
- g) State any two non-probability sampling methods used in marketing Research. [2]
- h) Give any two applications of cluster analysis. [2]

Q2) Solve Any Two.

- a) What are different assumptions and limitations of conjoint analysis. [5]
- b) What are the prospects of growth in the near future for marketing Research in India. [5]
- c) Differentiate between Marketing Research & Marketing Information system. [5]

P.T.O.

Q3) Solve any one.

- a) Different types of items are always displayed in the same or nearly locations-vegetables, soda, cereal, paper product etc. Make the clusters of different product in different sections of departmental stores. [10]
- b) Choose which sampling design you would suggest for the following situation. Why? [10]
 - i) To study post watching behavior of television commercials.
 - ii) To study the perceptions of quality consciousness among production engineers in automobile industry.

Q4) Solve any one:

- a) Assess the various sales forecasting methods. For understanding customer satisfaction for towards OTT platform. [10]
- b) 'XYZ' shoes -a well known and reputed brand in India wanted to grow internationally. Evaluate the complexities and issues company would face during International Market Research. [10]

Q5) Solve any one:

- a) Prepare a research proposal for analyzing customer attitude towards 5G Mobile Phones. [10]
- b) 'Fooddie' - a jaggery tea producer want to launch different flavours in jaggery tea powder. Plan a test marketing pan India. Evaluate issues in test marketing. [10]

