

Total No. of Questions : 5]

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SEAT No. :

[Total No. of Pages : 3

[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.

- a) Enlist any two threats to marketing Research. **[10]**
- 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.

