

Name:	
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, May 2019

Course: Market Research
Program: BBA E-Business
Time: 03 Hours

CC:MKTG – 2013
Semester: IV
Max. Marks: 100

SECTION A

S. No.		Marks	CO
Q 1	Attempt all parts. All parts carry equal marks.	[20]	
i.	Which kind of data should always be sought first as it is relatively cheap and fast to collect? (a) First-hand data (b) Primary data (c) Raw data (d) Secondary data	[2]	CO1
ii.	What is the last step in the marketing research process? (a) Collect data (b) Prepare and present the final research report (c) Date Analysis (d) Implement the recommendations	[2]	CO1
iii.	_____ is called the blueprint of a marketing research. (a) Research data (b) Research analysis (c) Research problem (d) Research design	[2]	CO1
iv.	“If I spend more on advertising, then sales will rise.” This statement is an illustration of which of the following concepts? (a) Collateral benefit (b) Exploratory research (c) Causal research (d) Descriptive research	[2]	CO1
v.	What does a “sample” refer to? (a) The entire group under study as defined by research objectives (b) A subset of the population that suitably represents that entire group (c) A small population (d) A Census	[2]	CO1
vi.	Source of research problem include: (a) Researcher’s experience (b) Practical issue that require solutions (c) Theory and past research (d) All of the above	[2]	CO1
vii.	Which of the following is not the primary scales of measurement? (a) Nominal scales (b) Ordinal scales (c) Interval scales (d) Random scale	[2]	CO1

viii.	Assigning a '1' to all males and a '2' to all females is an example of which of the following primary scales of measurement? (a) Ordinal scales (b) Ratio scales (c) Nominal scales (d) Random scales	[2]	CO1
ix.	In statistical hypothesis testing, a _____ is the incorrect rejection of a true null hypothesis. (a) Type I error (b) Type II error (c) None of the above (d) Both of the above	[2]	CO1
x.	Which of the following is an example of non-probability sampling? (a) Simple random sampling (b) Multistage sampling (c) Cluster sampling (d) Judgment sampling	[2]	CO1
SECTION B			
	Attempt any <u>FOUR</u> questions.	[20]	
Q 2	State advantages and disadvantages of Focus Group Discussion.	[5]	CO1
Q 3	'A descriptive research design is formal and rigid than exploratory research design.' analyze the statement.	[5]	CO2
Q 4	Explain the concept of Type I and Type II error.	[5]	CO2
Q 5	With a help of a suitable example, analyze the relevance of Likert scale in the context of measurement of attitudes.	[5]	CO2
Q 6	Describe the precautions that should be taken while conducting market research based on secondary data.	[5]	CO1
SECTION-C			
	Attempt any <u>THREE</u> questions.	[36]	
Q 7	Explain with examples, the four types of primary scales used for measurement in Market Research.	[12]	CO2
Q 8	"Market Research is about systematic inquiry, careful planning and orderly investigating process seeking actionable solutions to various marketing problems being faced by the manger." Analyze and discuss the various steps involved in the Marketing Research process.	[12]	CO2 CO3

Q 9	<p>Ramesh Kumar is the product manager for a well-known nationally distributed Smartphone brand X. Brand X has been declining in absolute level of sales for the past six months. Mr. Ramesh asks the marketing research department to do a study determining why sales have declined.</p> <p>(a) Is this an exploratory, descriptive or causal study?</p> <p>(b) What data would be useful for determining why sales have declined?</p> <p>(c) How would you design the study to obtain these data?</p>	[12]	CO3
Q 10	<p>“Inadequate sampling design (sample method and sample size) is a leading cause of failure of market research project.” Analyze the relevance of sampling in the research. Also, explain the various types of sampling methods and their advantages in market research.</p>	[12]	CO3
SECTION-D			
	Read the given case carefully and answer the questions given at the end:	[24]	
Q 11	<p style="text-align: center;"><u>Shine Laundry Service</u></p> <p>When Ajay Rathod came to Bengaluru on a salary of Rs. 40,000 a month, he realized he couldn't afford an apartment close to office. And even if he lived farther away, the rent and other costs were enough to deter him from buying a washing machine. Washing clothes proved to be a hassle. “I used to be tired by the time I got home. And in the morning I had to leave early,” he says. It was then that he heard of Shine Laundry Service (SLS) and since then has been a loyal customer. The company just a year old has grown to ten stores and has plan to increase the number considerably.</p> <p>“The idea is to change the way washing is done, and perceived”, Says Mr. Durgesh, CEO, a management graduate. Durgesh was earlier a brand manager handling leading detergent brands both in India and Singapore for almost eight years. It was a tough call at that time to leave all of that and return to India. “I was in a good job with great pay, and in a fine place”. He discussed the idea with friends and family and finally through kiosks of size 6 x 6 ft. Durgesh has been able to start shop literally anywhere, just like the neighborhood was her man. From ten stores currently, the plan is to open two other locations within next couple of months. Today SLS offers affordable and high quality washing, drying and</p>		

<p>ironing services under the Shine brand. Shine booths, measuring 6 x 6 ft. use modern washing methods such as good quality detergents and high-efficiency, front-loading washing machines. This service is especially useful for students and young adults. The Shine booths are operated by an entrepreneur who is trained and mentored by Shine. This allows lower-income individuals to generate additional income to be self-sufficient and improve their lives.</p> <p>Compared with standalone laundry services or high-end laundry shops that charge on a per-garment basis, the washing, drying and ironing at SLS comes by weight at Rs. 50 a kg. making it economical and widely affordable. Mr. Durgesh is quite confident of his expansion plans by way of increasing the number of kiosks and tapping new geographic locations. He, however, strongly feels that these plans would fructify only when some kind of basic research in terms of obtaining customer satisfaction feedback from the existing clientele and a market assessment survey in terms of environment scanning is done.</p>		
<p><u>Questions:</u></p>		
<p>(a) What kind of research design would you propose in this scenario and why?</p>	<p>[4]</p>	<p>CO4</p>
<p>(b) Develop two sets of questionnaire for the following:</p>		
<p>(i) For existing clientele to determine their satisfaction levels.</p>	<p>[10]</p>	<p>CO4</p>
<p>(ii) For potential customers to seek their views and opinion</p>	<p>[10]</p>	<p>CO4</p>

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SECTION A

S. No.		Marks	CO
Q 1	State True and False. Attempt all parts.	[20]	
i.	A lengthy questionnaire is recommended as it provides the researcher with as much data as possible about the topic under investigation.	[2]	CO1
ii.	The null hypothesis is the hypothesis that advances an indifferent proposition whereby empirical data examination results in no statistical significance between the two research variables in question.	[2]	CO1
iii.	Questionnaire is an example of secondary data.	[2]	CO1
iv.	Quantitative research uses hypotheses development as a starting point to then collect data and analyze it, towards checking the extent of accuracy of these hypotheses.	[2]	CO1
v.	Ethnographic research aims to understand social meanings through direct observation.	[2]	CO1
vi.	Deductive reasoning can be characterized as bottom-up.	[2]	CO1
vii.	Updated data is the advantage of Secondary data sources.	[2]	CO1
viii.	Demographics are statistics dealing with groups of people.	[2]	CO1
ix.	An observational study is a method in which data is gathered for the same subjects repeatedly over a time.	[2]	CO1
x.	The qualitative information can be converted into numerical form for further analysis through measurement and scaling techniques.	[2]	CO1

SECTION B

	Attempt any <u>FOUR</u> questions.	[20]	
Q 2	Why it is necessary to critically analyze the secondary data available to the researcher before collecting the primary data?	[5]	CO2
Q 3	Explain the major problems of undertaking market research studies in India.	[5]	CO2
Q 4	With the help of suitable examples, explain the concept of null and alternate hypothesis.	[5]	CO1
Q 5	Discuss the relevance of conducting market research in the current competitive scenario. Explain your views keeping Netflix and Prime Video in mind.	[5]	CO2
Q 6	Describe the precautions that should be taken while conducting Focus Group Discussion.	[5]	CO2
SECTION-C			
	Attempt any <u>THREE</u> questions.	[36]	
Q 7	What are the different scales used for attitude measurement in marketing research? Explain with suitable examples.	[12]	CO3
Q 8	Explain the three types of marketing research design. Indicate which type each item in the list below illustrates. Explain your answer: (a) Establishing the relationship between employees' productivity and leadership style of managers. (b) Identifying target market demographics for a loyalty program of a new store of lifestyle products located in New Delhi. (c) Discovering the ways that individuals have sustainable household consumption behavior and identifying practices for which they do not display environment friendly behavior. (d) A Brand Manager wishes to have a better understanding of the image of his brand.	[12]	CO2
Q 9	Differentiate between Probability and non-Probability Sampling. Explain any two of the methods from Probability and non-Probability Sampling. Give examples.	[12]	CO3

Q 10	An Indian FMCG company is considering the option of introducing flavoured Soya Milk in tetrapacks in the urban and rural markets. Prepare a Marketing Research Proposal outlining the various steps involved in carrying out the research.	[12]	CO4
SECTION-D			
Read the given case carefully and answer the questions given at the end:		[24]	
Q 11	<p style="text-align: center;"><u>Growth Shravan Limited</u></p> <p>Growth Shravan Ltd. (GSL) is a company recently launched in the business of marketing audio books. These books are available on various media like CDs, internet, pen drives and i-pods etc. and can be listened through different kinds of electronic devices both stationary and mobile. The great idea behind the company was to top the growing need for acquiring knowledge by busy people. The immediate target customers were considered to be busy executives particularly during their travel time to be followed by students, other professionals and eventually housewives and practically everybody. GSL wanted to go about their marketing efforts in a systematic way. Therefore, they first listed the information on which they would like a base their key marketing decisions. They were:</p> <ul style="list-style-type: none"> (a) Validation of the target group's definition. (b) Detailed profile of their target Customers group. (c) Likely buying motivation for audio books. (d) Evaluation of audio book features. (e) Customers evaluation of audio books against its alternatives. (f) Monetary and other costs involved in using audio books. (g) Monetary value ascribed to audio books. A suitable marketing research project needs to be designed for providing the above information to GSL. <p><u>Questions:</u></p> <ul style="list-style-type: none"> (a) Prepare a suitable marketing research proposal for helping GSL. (b) Develop a suitable questionnaire for the above proposal. 	[12]	CO4
		[12]	CO4