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# PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956  
Approved by AICTE, New Delhi | Approved By BCI  
Bengaluru

## Even Semester Mid Term, March 2026

**Date: 13/03/2026**

**Time: 02:00 PM - 03:30 PM**

**Course Code: MBA3039**

**Course Name: Market Research**

**Semester: Fourth Semester**

**Max. Marks: 50**

**Weightage: 50%**

CO - Levels	CO1	CO2
Marks	35	35

### Part A: Answer Following Questions. 15 M

Qn.No	Questions	M	CO	BT
1	State any two reasons specifying the importance of Marketing Research in Business Decision-Making.	3	CO1	BT2
2	Give any three typical applications of Marketing Research with examples.	3	CO1	BT2
3	Explain the concept of Product Research and discuss its importance in marketing decision-making.	3	CO1	BT2
4	Categorize three different stakeholders involved in marketing research.	3	CO1	BT2
5	State the significance of hypotheses in marketing research with a suitable example.	3	CO1	BT2

### Part B: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
6	Outline major ethical issues faced by researchers, respondents, and clients in marketing research.	10	CO1	BT2
7	Explain the concept of Primary Research and discuss its methods.	10	CO1	BT2

### Part C: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
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8	Tata Motors plans to launch an electric vehicle for middle-class consumers but lacks clarity on customer expectations. Develop an exploratory research design.	10	CO2	BT3
9	A retail company wants to study customer satisfaction across different age groups (18-25, 26-40, 41-60, above 60). The total customer database consists of 2,000 customers distributed as follows: 500, 800, 500, and 200 respectively. The researcher wants a sample of 200 respondents using stratified sampling. Show how the sample should be selected and justify the method.	10	CO2	BT3

**Part D: Answer Following Questions. 15 M**

<b>Qn.No</b>	<b>Questions</b>	<b>M</b>	<b>CO</b>	<b>BT</b>
10	<p>The rapid growth of digital technology and smartphone usage has significantly transformed consumer lifestyles, especially in urban areas. One of the most prominent developments in recent years is the rise of online food delivery applications, which have revolutionized how consumers order and experience food services. Platforms such as Zomato, Swiggy, and Uber Eats provide convenience, a wide range of restaurant options, easy payment methods, and doorstep delivery. Among these, Zomato has emerged as a leading food delivery service provider in India, offering features such as real-time tracking, user reviews, personalized recommendations, and various promotional offers. However, customer experience in food delivery apps is influenced by several factors, including app usability, delivery time, food quality, pricing, customer service, and reliability. Understanding customer experience is critical for companies to improve service quality, enhance customer satisfaction, and build long-term loyalty.</p> <p>As a marketing researcher, develop a structured questionnaire to measure customer experience in food delivery applications like Zomato. The questionnaire should include different types of measurement scales, such as nominal, ordinal, ratio, interval-Likert, and semantic differential scales. Ensure that the questionnaire captures customer demographics, usage behavior, service quality perceptions, satisfaction levels, and overall experience in a systematic manner. Also, explain the rationale behind the selection of each scale for different types of questions.</p>	15	CO2	BT3