



Even Semester End Term Examination, May / June 2026

Date: 23/05/2026

Time: 01.00 PM - 04.00 PM

Course Code: MBA3039

Course Name: Market Research

Semester: Fourth Semester

Max. Marks: 100

Weightage: 50%

CO - Levels	CO1	CO2	CO3	CO4
Marks	27	58	40	15

Part A: Answer Following Questions. 30 M

Qn.No	Questions	M	CO	BT
1	State any three typical applications of marketing research.	3	CO1	BT2
2	List three different stakeholders involved in marketing research.	3	CO2	BT2
3	Explain the concept of a hypothesis in marketing research and give an example.	3	CO1	BT2
4	Elucidate why marketing research is important in business decision-making	3	CO1	BT2
5	Differentiate between primary and secondary data	3	CO1	BT2
6	Explain product research with an example.	3	CO1	BT2
7	Describe the steps in defining a research problem	3	CO1	BT2
8	Explain the importance of marketing research in competitive analysis.	3	CO1	BT2
9	Clarify the role of data in marketing research.	3	CO1	BT2
10	Mention the ethical considerations in marketing research.	3	CO1	BT2

Part B: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
11	A food delivery company observes a sudden decline in repeat orders but does not know the reasons. Prepare the qualitative research that can be applied to solve this problem.	10	CO2	BT3
12	A bank wants to know the relationship between service quality and	10	CO2	BT3

customer loyalty. Determine the research design and explain how it will be conducted.			
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Part C: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
13	A startup conducts a survey by collecting responses from easily accessible college students. Select the sampling method and discuss its advantages and limitations.	10	CO2	BT3
14	A company divides a city into different zones and randomly selects a few zones for study. Identify the sampling method and explain how it works.	10	CO2	BT3

Part D: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
15	Analyze the importance of coding in transforming qualitative responses into quantitative data.	10	CO3	BT4
16	A poorly designed fieldwork plan resulted in inconsistent data across regions. Analyze the role of fieldwork design in ensuring data quality.	10	CO3	BT4

Part E: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
17	Identify the challenges in designing fieldwork for rural vs urban data collection.	10	CO3	BT4
18	Examine how poor fieldwork design can affect research outcomes.	10	CO3	BT4

Part F: Answer Following Questions. 30 M

Qn.No	Questions	M	CO	BT
19	Social media advertising has become a powerful marketing tool due to the rapid growth of digital technology and widespread smartphone usage. Platforms like Facebook, Instagram, YouTube, and Twitter enable businesses to engage with consumers through interactive, personalized, and cost-effective communication. Unlike traditional advertising, social media allows real-time interaction and targeted promotions, increasing its influence on consumer behavior. Purchase intention, which reflects a consumer's likelihood to buy, is significantly affected by social media advertising. Factors such as ad credibility, informativeness, entertainment value, and peer influence (likes, comments, shares) play a crucial role in shaping consumer attitudes. Additionally, influencer marketing enhances trust and relatability, further impacting buying decisions, although excessive	15	CO2	BT3

or irrelevant ads may lead to reduced effectiveness.

As a marketing researcher design a questionnaire to find the impact of social media advertising on purchase decision. The questionnaire should capture appropriate measurement scales and justify the choice of scales used for different types of questions

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A consumer electronics company recently introduced a new product and implemented an aggressive growth strategy to enhance its sales performance. As part of this approach, the company increased its advertising expenditure, expanded its salesforce, and established additional showrooms across various territories. It also recognized that the operational maturity of showrooms, reflected by their age, could influence sales outcomes.

To assess the effectiveness of these strategic initiatives, the company collected data from 24 randomly selected time periods. The management assumes that sales performance is determined by several key factors, namely the number of salesmen, advertising expenditure, number of showrooms, and the age of the showrooms.

The variables used in the analysis are defined as follows:

- Y = Sales of the company
- X_1 = Number of salesmen employed
- X_2 = Advertisement expenditure
- X_3 = Number of showrooms in the territory
- X_4 = Showroom age

Using the collected data, a multiple regression analysis is performed to study the relationship between sales and these independent variables. The results of the analysis are presented in the following tables.

ANOVA Table

Source	SS	df	MS	F	p-value
Regression	167075030	4	41768758	27.44	0.00
Residual	28917832	19	1521991		
Total	195992862	23			

Regression Output Table

Variables	Coefficients	Std. Error Coef	T	p-value	R ²
Constant	-2189	2073	-1.06	0.304	0.852
Salesmen	-75.14	38.77	-1.94	0.068	
Advertisement Exp	19.872	3.541	5.61	0.000	
Number of showrooms	244.6	174.3	1.40	0.177	
Showroom age	216.8	139.4	1.56	0.136	

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CO4

BT5

As a marketing manager, you are required to undertake the following			
a. Estimate the regression equation to predict performance of the company's sales representatives.			
b. Interpret each regression coefficient and explain how changes in all the independent factors affect the company's sales.			
c. Frame the hypothesis of the all the independent variables. Comment on those hypotheses.			
d. Interpret the concept of R^2 and evaluate the overall significance of the regression model using ANOVA results.			
e. Derive actionable managerial insights from the analysis and recommend how the company can improve its sales performance through better strategic decisions and resource allocation.			