PRESIDENCY UNIVERSITY, BENGALURU
SCHOOL OF MANAGEMENT

Max Marks:100   Max Time: 180 Mins   Weightage: 40 %   **Set C**

COMPREHENSIVE EXAMINATION

III Semester 2016-17   Course: MBA A 218 : Market Research Analytics   13 December 2016

Instructions:
   i.   Write legibly
   ii. Scientific and non programmable calculators are permitted

Part A

(10 Q x 2 M= 20 Marks)

1. What is a 'pie chart'?
2. What is the full form of 'PESTEL'?
3. What is a 'census'?
4. What is a 'statistic'?
5. What is Dichotomous Method?
6. In order to offset unpredictable consumer behavior, companies invest in
7. Symbol Mu used for representing.
8. What is the full form of business USP?
9. What is the full form of CAGR?
10. What is the full form of FICCI?

Part B

(8 Q x 5 M= 40 Marks)

1. What do you mean by secondary data? What are the sources of secondary data?
2. What is marketing metrics? Write five types of internal and external metrics.
3. What are the sequences of steps involved in marketing research process?
4. Explain cluster sampling with examples.
5. What is a hypothesis? Explain the steps involved in testing a hypothesis.
6. Explain Quota Sampling Method and types of Quota Sampling Methods. Explain Simple Random Sampling Method?
6. Write ten elements of market research report.
7. What is marketing mix? Write 4P's of marketing mix.
8. Write seven interview methods of collecting primary data.

(2 Q x 20 M= 40 Marks)

Explain ten different types of market survey methods with three examples for each survey method and write type of industry application for each survey. Strictly use tabular format.

2. The marketing manager and product manager had been discussing about need for test marketing the product to get the feedback about new product toilet soap. Company made unique promise of pure soap made from pure vegetable oils.

Product manager suggested that Coimbatore and Bangalore could be selected as test towns. Coimbatore being a market which is likely to respond this unique benefit of purity and Bangalore representing cosmopolitan population. It was decided to test the product for a period of 12 to 25 weeks.

Product manger decided to give recommendations on extension of the product nationally, based on the performance in test markets. Marketing manger thought that it would be appropriate to use the sales of its existing brand as bench mark V.P (Sales) decided to arrange for a market survey among customers after 2 weeks of introduction.

Questions:
a). Suggest a suitable research design.
b). What type of survey method is required to evaluate the test market reaction?
c). Design hypothesis methods.
c). Develop a rough questionnaire with at least 10 types of questions

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Max Marks: 80   Max Time: 120 Mins   Weightage: 20 %   **Set   B**

MID TERM EXAMINATION

III Semester 2016-17   Course: MBA A 218 : Market Research Analytics   05 October 2016

Instructions:
  i.   Write legibly
  ii.   Scientific and non programmable calculators are permitted

Part A

Answer the following questions   (10 Q x 2 M= 20 Marks)

1. What is the purpose of the Marketing Research?
   A: Systematic design, collection, analysis, and reporting of data and findings relevant to a specific marketing

2. In which method 'person to person communication that involves the asking and answering questions'.
   A: Dyadic method?

3. In which method you are dividing the question into two sharply distinguished parts?
   A: Dichotomous method

4. List top 05 Marketing Research Questionnaire methods?
   A: Likert Scale ……..Multiple Choice

5. What is the meaning of Marketing Mix Model?
   A: Analyze data from a variety of sources………the effects of specific marketing activities

6. Convert following Management Problem into Research Problem:
   "Decide whether to keep office open Saturday"
   A: Evaluate use of services on Saturday and determine on whether customers will shift usage to weekdays

7. What is the meaning of Primary Research?
   A: Involves in collecting information from sources…..conducting interviews

8. What is the meaning of Secondary Research?
   A: Involves in collecting information from sources…..Primary research

9. Write Formulas for Mean and calculate Mean for 1,27,4,5,9,5,4,47,23,9,6,5,49?
   A: Mean: 15.75

10. How do you denote sample mean?
    A: Xbar

Part B

Answer the following questions   (6 Q x 5 M= 30 Marks)

1. Explain Casual studies for research design?
   A: What we are predicting—the "reasons why
2. Define Response, Statistic and Parameter?
   A: Specific measurement value that a sampling unit supplies
3. List top 5 Sources of marketing information?
   A: Secondary sources……Respondents….Natural experiments
4. Explain Quota Sampling Method and types of Quota Sampling Methods.
   A: Accidental sampling method…. when the population is not homogeneous,
5. Explain hypothesis method with examples.
   A: Investigating a theory about the suspected causes of particular effects in a process to determine if it is correct
6. Explain Non-Response Error?
   A: Sample differs from the original selected sample.

Part C

Answer the following questions   (2 Q x 15 M= 30 Marks)

1. A mobile phone operator introduced a new scheme for its user – using internet from their mobile using GPRS Services – at a nominal price. Initially the sales were very high and exceeded the expectations of the company. The company felt happy and decided to go in a big way. However, they had a sudden jolt. The initial wave of high sales subsided. The sales began to slow down. Three other service providers had entered the market by this time. The company did not know why the sales declined. They were confronted with a spate of questions

   I. Whether the whole industry had slowed down?
   II. Whether the product has become weak compared to those of competitors?
   III. Was it a temporary setback, in that perhaps the market comprised of "early adopters" had been saturated?
   IV. If early adopters are saturated, how much time other users need to begin to buy when they saw how well the other users are benefited?
   V. Was it because customers are waiting for newer technological products / services [like 3G, WLL] that might be introduced in the market
   VI. Were distributors less interested in promoting the product aggressively?
   VII. Are customers experiencing difficulties in getting connections due to high traffic ?
   Questions:
   1. Which of the problems listed above might have arrested the growth of sales?
   2. Do you need any preliminary research to identify the real problem?
   3. If yes, what do you do?

A: The answer is a hesitant yes, when you have sufficient experience or knowledge.

2. Solve following case: Suppose we would like to determine if the typical amount spent per customer for dinner at a new restaurant in town is more than $20.00. A sample of 49 customers over a three-week period was randomly selected and the average amount spent was $22.60. Assume that the standard deviation is known to be $2.50. Using a 0.02 level of significance, would we conclude the typical amount spent per customer is more than $20.00?

A: There is sufficient evidence to conclude the typical amount spent per customer is more than $20.00, α = 0.02.

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MID TERM EXAMINATION

III Semester 2016-17   Course: MBA A 218 : Market Research Analytics   05 October 2016

Instructions:
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Part A

Answer the following questions   (10 Q x 2 M= 20 Marks)

1. Describe the importance of 'marketing research'.
2. In which method 'person to person communication that involves the asking and answering questions'.
3. In which method you are dividing the question into two sharply distinguished parts?
4. List five marketing research questionnaire methods.
5. What is the meaning of marketing mix model?
6. Convert following management problem into research problem: 'Decide whether to keep office open on Saturday'.
7. What is the meaning of primary research?
8. What is the meaning of secondary research?
9. Write formulas for Mean and calculate Mean for 1,27,4,5,9,5,4,47,23,9,6,5,49?
10. How do you denote 'sample mean'?

Part B

Answer the following questions   (6 Q x 5 M= 30 Marks)

1. Explain 'casual studies for research design with examples'.
2. Define 'response, statistic and parameter'.
3. List five sources of 'marketing information'.
4. Explain quota sampling method and types of quota sampling with examples.
5. Explain hypothesis method with examples.
6. Explain 'non-response error' with examples