

MBA (FT) – March/ April 2015  
MBAFT- 6207: Marketing Research

Time: 3 Hours

Max. Marks: 50

*Answer any five questions.*

*All questions carry equal marks.*

1. You are a brand manager for Asian Paints. The brand has been losing sales volume consistently for the last three months. You ask the marketing department to conduct a study to determine the reasons for the decline.
  - (a) What kind of study will be required for this purpose- exploratory, descriptive, or causal? Give reasons.
  - (b) What will be the objectives of the study?
  - (c) What method of data collection should be used? Why?
  - (d) What sampling method would you adopt for this purpose?
2. A nighttime cough relief formula contains alcohol. An alternative formulation contains no alcohol. During an experiment, subjects are asked to try the product in their homes. Alternative formulations are randomly assigned to subjects. No mention of alcohol is given in the instructions to subjects. In the light of this situation, discuss ethics in marketing research.
3. Design a questionnaire to measure consumers' response to new sandwich introduced on the menu of McDonald's. Is it important to pre-test this questionnaire? Why?
4. Briefly discuss various scales of measurement. Indicate the scale used in the following measures:
  - (a) Marital status, classified as 'married' or 'unmarried'
  - (b) Whether a respondent has ever been unemployed
  - (c) Age of the respondent
  - (d) Professional rank: assistant professor, associate professor, or professor
5. (a) In what type of situations is conducting a census more appropriate than sampling? When is sampling more appropriate than taking a census?
  - (b) Suppose a fast-food restaurant wishes to estimate average sales volume for a new menu item. The restaurant has analyzed the sales of the item at a similar outlet and observed the following results: mean daily sales,  $\bar{X} = 500$ , standard deviation of sample,  $s=100$ , sample size,  $n=25$ . The restaurant manager wants to know into what range the mean daily sales should fall 95 percent of the time. Perform this calculation.



6. 'A good report should be well organized'. In the light of this statement, briefly discuss various components of a research report.
7. Write short notes on any two of the following:
- (a) In-depth interview
  - (b) Parametric versus Non-parametric tests
  - (c) Type 1 and Type 2 error
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