

MBA (FT) March/April 2018

MBAFT 6207: Marketing Research

Time allowed: 3 Hours

Maximum Marks: 50

Question 1 is compulsory. Answer any other four questions. All questions carry equal marks.

	Marks
<p>1. Your research team has been asked to ascertain the attitude of people towards advertising, whether favourable or unfavourable, in the city where you live. The study should indicate whether heterogeneous groups differ significantly or otherwise in their attitudes towards advertising. The proposed study has to be carried out in two parts: questionnaire development and hypotheses testing.</p> <p>(a) Develop a questionnaire for measuring attitudes of people. (b) Formulate three hypotheses and suggest the techniques that can be used to conclude whether they are accepted or rejected.</p>	(5,5)
<p>2. The Department of Treasury is conducting technological research into creation of a feasible, plastic like substance upon which currency notes can be printed. Currency printed on this substance would increase the circulation life of low value currency notes and enhance their utility in vending equipment. Discuss the type of research that should be conducted in this regard. What would be the limitations of such a study?</p>	(10)
<p>3. (a) Polls and focus groups do a good job on issues when people have made up their minds, but there are a number of gridlock issues laden with complex trade-offs that people haven't thought out. Comment.</p> <p>(b) A car company claims that their <i>Super Smooth Sedan</i> averages 31 miles per gallon (mpg). You randomly select 8 Sedans from local car dealerships and test their gas mileage under similar conditions. The following MPG scores were obtained:</p> <p>MPG: 30 28 32 26 33 25 28 30</p> <p>Does the actual gas mileage for these cars deviate significantly from 31 ($\alpha = .05$)?</p>	(5,5)
<p>4. You have received a marketing research report done by a consultant for your firm, a life insurance company. The study is a survey of customer satisfaction based on a sample of 600 respondents. You are asked to comment on its quality.</p> <p>(a) How will you evaluate the report? What will you look for? (b) How would you ensure that it is not seen as biased? (c) Design the format of the research report. (d) What are the internal ethical issues a researcher must keep in mind while preparing a research report?</p>	(3,2,3,2)

5. (a) What is a stratified random sample? Explain how it differs from a simple random sample.
(b) A company wants to start an ISP and need to estimate the average Internet usage of households in one week for their business plan and model. How many households must the company randomly select to be 95 percent sure that the sample mean is within 1 minute of the population mean μ . Assume that a previous survey of household usage has shown $\sigma = 5.95$ minutes.

(5,5)

6. Write short notes on any *two* of the following:

- (a) Sources of data collection
(b) Qualitative research techniques
(c) Limitations of experimental designs

(5,5)
