

MBA (FT) - March/ April 2017
MBAFT- 6207: Marketing Research

Time allowed: 3 Hours

Max. Marks: 50

Answer any five questions.

1.	<p>The skin care market has been one of the most promising segments of the baby care market in India. According to an estimate the total value of this market was Rs 175 crore in 2015 which rose to Rs 194 crore in 2016. Some of the companies engaged in the manufacture and sale of baby skin care market in India are Dabur India Ltd., J&J, Wipro and Oriflame. In 2015, the market share of Dabur Lal Tel was 34% while that of three products of J&J were as follows: Baby Lotion 21.9%, Baby Oil 17.9%, and Baby Cream 11.8%. The total share of these three products (51.6%) being far greater than Dabur's share for one product, J&J feels that there is good scope for its products in future. As such it is very keen to increase its market share in respect of each of these products. However, there are some challenges before the company, one of which is that in semi-urban and rural areas its products are not so well received. The company feels that some effective research in the prevailing market conditions is called for.</p> <ol style="list-style-type: none">1. Indicate an appropriate marketing research problem.2. As a marketing researcher, what type of study would you undertake? Give reasons in support of your answer.3. Assuming that a decision in favour of survey has been taken, which survey method would be appropriate?4. How would you handle non-responses?	(2,4,2,
2.	<ol style="list-style-type: none">(a) What do you mean by 'reliability of data'? How is this different from validity? Briefly discuss three major methods of estimating the reliability of measurement.(b) Rick Douglas, the new manager of Food Bran, is interested in the percentage of customers who are totally satisfied with the store. The previous manager had 86 percent of the customers totally satisfied, and Rick claims the same is true today. Rick sampled 187 customers and found 157 were totally satisfied. At 5% significance level, is there evidence that Rick's claim is valid?	(6,4)
3.	<p>An overnight package delivery service observes delivery workers beginning at the point where they stop their trucks, continue to the point where they deliver the packages and finally at the point where they return to their trucks. The workers are not told that they are being observed. Is this ethical? Discuss the ethical issues involved.</p>	(10)

4.	<p>You are working on a consumer perception study of four brands of bicycles. You are interested to know the overall assessment of all the brands as well a comparative assessment of brands on four dimensions: Style, Durability, Gear Quality and Brand Image.</p> <p>(a) Develop measurement questions and scales to accomplish the tasks listed above.</p> <p>(b) Explain the data levels and quantitative techniques to be used.</p>	(6,4)
5.	<p>Write short notes on any two of the following:</p> <p>(a) Limitations of secondary data</p> <p>(b) Importance of report writing</p> <p>(c) Qualitative research</p>	(5,5)
6.	<p>(a) "The marketing research process involves a number of interrelated activities which overlap and do not rigidly follow a particular sequence." Comment.</p> <p>(b) What is a focus group discussion? How is it different from an in-depth interview? Outline the factors that need to be considered while conducting a focus group discussion.</p>	(4,6)
7.	<p>An NGO promoting entrepreneurship wants to interview final year management students in the city of Mumbai to determine their attitude to self-employment. Assume there are 5,000 students in the final year, spread over 30 business schools across the city. Someone proposes to choose a number at random between one and one hundred, count that far down the list, then take that name and every hundredth name after it for the sample.</p> <p>(a) Is this a probability method? Is it same as simple random sampling?</p> <p>(b) What method of sampling would you recommend in this case? Why?</p> <p>(c) How would you arrive at a suitable size for the study?</p> <p>(d) What are the limitations of convenience sampling?</p>	(2,4,2,2)