

PGDM (IBM) 2016-18

Marketing Research

INS-303

Trimester –III, End-Term Examination: March 2017

Time allowed: 2 Hrs 30 Min

Max Marks: 50

Roll No: _____

Instruction: Students are required to write Roll No on every page of the question paper, writing anything except the Roll No will be treated as **Unfair Means**. In case of rough work please use answer sheet. All other instructions on the reverse of Admit Card should be followed meticulously.

Sections	No. of Questions to attempt	Marks	Marks
A	3 out of 5 (Short Questions)	5 Marks each	$3 \times 5 = 15$
B	2 out of 3 (Long Questions)	10 Marks each	$2 \times 10 = 20$
C	Compulsory Case Study	15 Marks	15
		Total Marks	50

Section A

15 Marks

Word limit for each question is 250 words.

- A1. Using an example of leading question, suggest why it should be used in a questionnaire or not.
- A2. Illustrate how symptoms of a problem can be confusing
- A3. What are the two potential uses of exploratory research?
- A4. Outline two key challenges and two potential uses of review of literature.
- A5. While framing close-ended multiple choice questions why the responses "should be mutually exclusive and collectively exhaustive".

Section B

20 Marks

Word limit for each question is 500 words. Answer all the parts

B1.

- a. Explain why judgemental sampling is advantageous over other non-probability techniques.
- b. Briefly discuss the data preparation techniques which are required before data analysis.

B2. Study the following Management dilemma/ problems and present the potential research questions from the researcher viewpoint.

"What can be done to improve the customer care program for the company's product repairs and servicing?"

The management dilemma is provoked by increasing complaints and letters about post purchase service. This seems to indicate a deterioration in service quality over time. One class of management questions concerns trouble shooting or control situations, and if the management dilemma is viewed within this perspective, then management questions extend beyond decision choices to improve service quality. The focus here is the control process, issues of responsibility and accountability, and appropriate procedures to limit the possibility of failure or deterioration in the quality of service.

The specific management questions given to the marketing research department were-

- i. What is the cause for the increase in post purchase service complaints?
- ii. In terms of systems, controls, and trouble shooting, what should be done to decrease the number of complaints?

- iii. From the standpoint of the organization, which personnel and which stages of the process should be identified as responsible and accountable for service quality deterioration?

B3.

- a. What properties of variables/data are considered while choosing a multi-variate technique for analysis? Explain briefly.
- b. Write possible Research Questions for the following situation—
The corporate management of a financial service company what to determine whether the service quality is uniform across all its branches. The head-office has a policy of minimizing variation in service provided across its branches. The intent of the management is to assess whether customers perception of services is consistent with corporate standards.

Research Objective: To evaluate customer perceptions of services provided by different branches and identify area that needs attention

Section C

15 Marks

Read the case on the following page and answer the questions that follow. Each question carries equal marks

In the 1990s, a task force was formed among executives of seven regional transportation agencies in the New York–New Jersey area.⁹ The mission of the task force was to investigate the feasibility and desirability of adopting electronic toll collection (ETC) for the inter-regional roadways of the area. Electronic toll collection is accomplished by providing commuters with small transceivers (tags) that emit a tuned radio signal. Receivers placed at toll booths are able to receive the radio signal and identify the commuter associated with the particular signal. Commuters establish ETC

accounts that are debited for each use of a toll road or facility, thus eliminating the need for the commuter to pay by cash or token. Because the radio signal can be read from a car in motion, ETC can reduce traffic jams at toll plazas by allowing tag holders to pass through at moderate speeds.

At the time the New York–New Jersey agencies were studying the service, electronic toll collection was already being used successfully in Texas and Louisiana. Even though several of the agencies had individually considered implementing ETC, they recognized that

independent adoption would fall far short of the potential benefits achievable with an integrated inter-regional system.

The task force was most interested in identifying the ideal configuration of service attributes for each agency's commuters, and determining how similar or different these configurations might be across agencies. The task force identified a lengthy list of attributes that was ultimately culled to seven questions:

- How many accounts are necessary and what statements will be received?
- How and where does one pay for EZPass?
- What lanes are available for use and how they are controlled?
- Is the tag transferable to other vehicles?
- What is the price of the tag and possible service charge?

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- What is the price of the toll with an EZPass tag?
 - What are other possible uses for the EZPass tag (airport parking, gasoline purchases)?

From a business researcher's perspective, it also seemed important to assess commuter demand for the service. However, the task force was not convinced that it needed a projection of demand, because it was committed to implementing ETC regardless of initial commuter acceptance. The task force considered its principal role to be investigating commuters' preferences for how the service should be configured ideally.

Questions

1. Evaluate the problem definition. Has the problem been defined adequately?
2. What type of research design would you recommend for this project?