

PGDM (IBM), 2018-20

Marketing Research

INS - 303

Trimester – III, End-Term Examination: March 2019

Time allowed: 2 Hrs and 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**. 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*5 = 15
B	2 out of 3 (Long Questions)	10 Marks each	2*10 = 20
C	Compulsory Case Study	15 Marks	15
		Total Marks	50

Section A

Attempt any 3 out of 5 questions

[5 marks each]

1. At a hospital nursing station the following information is available about a patient.

Temperature: 30.2°C

Blood Type: A

Response to treatment: Excellent

Indicate the level of measurement (nominal, ordinal or interval) of each variable. Discuss the characteristics of each level of measurement and identify the statistical technique(s) that can be used to analyse the data collected for each variable.

2. Differentiate between the following and cite relevant examples for,
 - a. Survey and Observation
 - b. Probability and Non-probability sampling
3. Briefly describe, with reasons, which sampling design and measurement scale you would use for collecting data in the following situations,
 - a. Understanding motivational factors of C.E.Os of Insurance service providers
 - b. Understanding consumers' attitude towards new pizza flavors launched by Domino's

4. Briefly discuss the difference between Inductive & Deductive research. Giving pertinent reasons, mention which of these two types of research you would use to investigate customers' preferred channel of purchasing Insurance policies?
5. Mention and describe the type of Scale that has been used in each of the following questions,

a. How often have you taken your car to the Service Center in the last year

None _____ 1 – 3 times _____ 4 – 6 times _____ >6 times _____

b. Do you have Life Insurance

Yes _____ No _____

c. I wish we had a lot more money

Strongly Agree _____ Agree _____ Neutral _____ Disagree _____
Strongly Disagree _____

d. Thinking about the kind of Car you would wish to buy, please mention your preferred choice of attributes for your dream car

First _____ Second _____ Third _____

e. Virat Kohli is the best brand ambassador because of his

	+2	+2	+2
	+1	+1	+1
f.	Expertise	Appeal to Youth	Trustworthiness
	-1	-1	-1
	-2	-2	-2

Section B

Attempt any 2 out of 3 questions

[10 marks each]

- Design a 10 item questionnaire for addressing the following research questions "How likely would it be for a college student to buy a car within 1 year of their graduation?" or "How likely is a young working professional willing to take a home loan?"
- The regional sales manager at Tata AIG wished to re-develop the Job profile of his sales executives. Before the re-configuration, he chose to get information from employees about their current job profiles including percentage of time spent on making pitches to new customers, talking on phone with current customers, working in the field vs. the office and time devoted to job paperwork. Identify and describe each potential source of error that might be associated with the manager's approach to data collection in this situation?

3. 'In Research, defining a target and sample population is more important than defining the analytical technique being used for data analysis.' Do you agree or disagree with this statement? Justify your response with relevant examples.

Section C: Case Study (Compulsory)

Last year Sam was promoted to manager of marketing research for the sole television station in a small metropolitan market. Sam had earned a bachelor's degree in marketing research three years earlier and immediately accepted an entry-level marketing research position at the television station because its management had a reputation for honesty and helping small businesses gain access to the mass media. The television station was sold six months ago to an international conglomerate. At that time, the general manager was replaced by John. John has developed a reputation in the industry of raising revenues and cutting costs. John just finished reviewing the policies of the former general manager and noted that, although the cost of servicing the numerous small business accounts was high, the profit margin on these accounts was about the same as for large business accounts. John decided that revenues and profits could be increased by 20 percent simply by charging small business accounts proportionately more for television air time. John calls Sam and wants him to conduct a survey that would help understand if small business owners would see the price increase as justified. Sam is dismayed at the prospect of conducting such research. What about all of those small businesses that have come to rely on the television station for their access to the mass media? How many would be able to pay the higher price for television air time?

1. Identify and discuss the research approach that would be best suited to John's objectives. Mention the strongest advantage and disadvantage of using your chosen approach in this scenario. [7 Marks]
2. Sam is contemplating the use of Qualitative research procedure to collect unbiased responses from the small business owners. Explain the options available to Sam and identify the procedure would you advice Sam to adopt in this situation [8 Marks]