

03525

MANAGEMENT PROGRAMME

Term-End Examination

December, 2013

MS-66 : MARKETING RESEARCH

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

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- Note :** (i) *Attempt any three questions from Section-A.*
(ii) *Section B is compulsory.*
(iii) *All questions carry equal marks.*
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SECTION-A

1. (a) What is Marketing Research ? Suggest some possible areas of application of marketing research.
(b) Explain the major problems of undertaking marketing research studies in India.
2. (a) What are the various sources of secondary data ? Explain.
(b) Briefly discuss the methods of conducting qualitative research.
3. (a) Discuss the applications of Conjoint Analysis in the field of marketing.
(b) What is Multi - Dimensional Scaling (MDS) ? Explain the application in marketing field.

4. Write short notes on any three of the following :
- (a) Quasi - Experimental designs
 - (b) Non-Probability Sampling Methods
 - (c) Coding and Tabulation
 - (d) Likert Scale
 - (e) Methods of graphical presentation of data

SECTION-B

5. Read the case given below and answer the questions given at the end :

When Rathod, came to Bengaluru on a salary of Rs. 20,000 a month, he realized he couldn't afford an apartment close to office. And even if he lived farther away, the rent and other costs were enough to deter him from buying a washing machine. Washing clothes proved to be a hassle. "I used to be tired by the time I got home. And in the morning I had to leave early," he says. It was then that he heard of Shine Laundry Service (SLS) and since then has been a loyal customer.

The company just a year old has grown to ten stores and has plan to increase the number considerably. "The idea is to change the way washing is done, and perceived", Says Mr. Murgesh, CEO, a management graduate. Murgesh was earlier a brand manager handling leading detergent brands both in India and Singapore for almost eight years.

It was a tough call at that time to leave all of that and return to India. "I was in a good job

with great pay, and in a fine place". He discussed the idea with friends and family and finally through kiosks of size 6×6 ft. Murgesh has been able to start shop literally anywhere, just like the neighborhood was her man. From ten stores currently, the plan is to open two other locations within next couple of months.

Today SLS offers affordable and high quality washing, drying and ironing services under the Shine brand. Shine booths, measuring 6×6 ft. use modern washing methods such as good quality detergents and high-efficiency, front-loading washing machines. This service is especially useful for students and young adults.

The Shine booths are operated by an entrepreneur who is trained and mentored by Shine. This allows lower-income individuals to generate additional income to be self sufficient and improve their lives.

Compared with standalone laundry services or high-end laundry shops that charge on per garments basis, the washing, drying and ironing at SLS comes by weight at Rs. 50 a kg. making it economical and widely affordable.

Mr. Murgesh is quite confident of his expansion plans by way of increasing the number of kiosks and tapping new geographic locations. He, however, strongly feels that these plans would fructify only when some kind of basic research in terms of obtaining customer satisfaction feedback from the existing clientele and a market assessment survey in terms of environment scanning is done.

Questions :

Develop two sets of questionnaire for the following :

- (a) For existing clientele to determine their satisfaction levels.
 - (b) For potential customers to seeks their views and opinion.
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