

01861

MANAGEMENT PROGRAMME

Term-End Examination

December, 2016

MS-066 : MARKETING RESEARCH

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

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

SECTION - A

1. (a) What is a Research Design ? Differentiate between various types of Research Designs giving appropriate examples.
- (b) Manager of a premium shopping mall in South Delhi wishes a better understanding of customer perception and patronage of the mall.
- What would be the most appropriate Research Design to use in this case. Give reasons for your answer.
2. (a) Using relevant examples, differentiate between NOMINAL, ORDINAL, INTERVAL and Ratio scale.

- (b) The management of TOYOTA has decided to undertake a satisfaction survey of the customers of its TOYOTA ETIOS. Using an appropriate measurement (Multi item) scale DEVELOP ONE RELEVANT Question that could be used in the research.

Clearly indicate the scale being used

(NOTE : Don't develop a complete questionnaire).

3. An LED lamp is a light emitting diode that is assembled into a lamp or a bulb, for use in lighting fixtures. LED lamps have a life span and electrical efficiency that is several times better than incandescent lamps and significantly better than fluorescent lamps (tubes and CFLs). However the cost of LED is much higher than that of incandescent lamps and CFLs.

The LED market in India is projected to grow twelve fold over the next decade.

An increasing awareness regarding conservation of energy and reduction of carbon emission is significantly driving the LED lighting market in India. XYZ Limited is a lighting manufacturer who wants to explore the LED market. XYZ LIMITED wants to undertake a research to study people's perceptions and attitude toward LED bulbs for home lighting. They have approached you to prepare a Marketing Research Proposal for them. Clearly highlighting VARIOUS STAGES OF THE MARKETING RESEARCH PROCESS.

4. Write short notes on **any three** of the following :
- (a) Sampling techniques used in Marketing Research
 - (b) Application of Projective Techniques in Marketing Research
 - (c) Discriminant analysis
 - (d) Sources of Secondary Data
 - (e) Factor analysis

SECTION - B

5. PQR Limited manufactures and markets a wide range of decorative paints. The high end satin finish and texture paints are sold in one litre, four litre and twenty litre containers. They are distributed nation wide through regional dealers and retailers. The segment has become highly competitive and various competing brands have little difference amongst them. PQR would like to understand people's awareness, perceptions and buying criteria about decorative paints.
- (a) What steps are involved in designing a questionnaire ?
 - (b) Design a questionnaire you would use for the research study for PQR.
-