

01277

**MANAGEMENT PROGRAMME**

**Term-End Examination**

**December, 2017**

**MS-066 : 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) Define Marketing Research. Explain Marketing research as an important link between the Consumer and the Marketer in achieving the marketing objectives of the firm.  
(b) Discuss the problems associated in conducting marketing research in India and propose suitable solutions to overcome them.
  
2. Explain the meaning and importance of research design. When and why exploratory designs are generally employed and what are its advantages and limitations ?

3. (a) Sampling is the backbone of marketing research. Elaborate. Discuss any two methods of Probability Sampling.
- (b) Differentiate between Qualitative research and Quantitative research. Discuss the individual 'Depth' or 'intensive' interview method of conducting qualitative research and its limitations.
4. Write short notes on **any three** of the following :
- (a) Descriptive Statistics
  - (b) Observation as an exploratory research tool
  - (c) Analysis of variance
  - (d) Applications of factor analysis
  - (e) Quasi experimental designs

### SECTION - B

Koffee Enterprise was established with a presence across the entire coffee value chain from procuring, processing and roasting of coffee beans to retailing coffee products across various formats. The company has pioneered the coffee culture by launching coffee outlets in late 90's. Today Koffee enterprise has the country's largest footprint with multi format outlets enjoying a market share of around 45% in the organised café segment spread across 220 cities with 1540 outlets.

The introduction of the bean-to-cup format in the café segment at competitive prices has revolutionized the coffee drinking habits thus driving out-of-home consumption by installing 30,900 vending machines and 560 kiosks across the country.

Management has found that the vending machine and kiosk business contributed very little to the

overall business and has remarkably declined in terms of consumption thus impacting a drop in the revenues.

You have been hired by the company to undertake research and offer your recommendations and future course of action to revive this line of business back on the track.

**Questions :**

- (a) Prepare a marketing research proposal to help Koffee enterprise.
  - (b) Develop questionnaire to be administered personally for the following set of respondents :
    - (i) For consumers to capture personal information and their perception, patronage and satisfaction with various aspects of the format.
    - (ii) Owners of the vending machines/ kiosks to get insights of the reasons for poor patronage, competition and consumer experience.
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