

MANAGEMENT PROGRAMME

Term-End Examination

December, 2022

MS-066 : MARKETING RESEARCH

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

Note :

- (i) Answer **all** 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 ? Explain the steps involved in the marketing research process.
- (b) What are the major advantages and disadvantages of marketing research ? Explain with an example.
2. (a) Explain the concept and importance of research design in marketing research.
- (b) Classify the various types of data sources used in marketing research. Explain briefly their nature and importance in marketing research.

3. (a) Discuss the steps involved in Conjoint analysis, with the help of an example.
- (b) Explain multi-dimensional scaling technique. When and why is this technique used in research ? Illustrate.
4. Write short notes on any *three* of the following :
- (a) Longitudinal Design
- (b) Quota Sampling
- (c) Application Areas of Qualitative Research
- (d) Correlation and Regression
- (e) Graphic Presentation of Data

SECTION B

5. Looking at the rising concerns of worsening air pollution in the country, home-grown company Havells launched fans with air purification technology “Stealth Puro Air Ceiling Fans” claiming to be pioneers in this category and offered these at an introductory price of ₹ 15,000 which comes with technologically advanced features such as remote-control operation, under light and LED air purity indicator to name a few. It also has aerodynamic blades for silent operation and high air delivery.

A close look at the consumer demand in urban areas, the company experienced some initial hiccups due to lockdowns and large urban centres especially the Metro and Tier II cities bore the maximum impact of the lockdown. With unlocking, demand has been stabilised in all urban markets and is showing steady growth. Smaller towns, especially Tier III and below, were not impacted significantly and there has been a steady growth in demand from rural areas and lower town classes. Now, with the onset of summer, the firm contemplates a strong demand from all the geographic markets which it is catering to.

Questions :

Develop two sets of questionnaires for the following respondents :

- (a) For dealers, to capture the offtake of this model since its launch and their future projections/forecast for the next three years.
 - (b) For the customers/end users, their post purchase perception in terms of price, performance, after sales and possible repurchases.
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