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MS-66

MANAGEMENT PROGRAMME (MP)

Term-End Examination

December, 2023

MS-66 : MARKETING RESEARCH

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : (i) Attempt any **three** questions from Section-A.

(ii) Section-B is **compulsory**.

(iii) All questions carry equal marks.

Section—A

1. YTC Ltd. has a well-established image for its line of closely related ready to eat food products all bearing the same brand name. It has been in the business for about 15 years and has a good customer following. Now the company has developed a very different product line i.e. electrical gadgets for the kitchen. The company now would like to find out the scope for their new product range and if their existing brand name, which has an extremely favourable image, can be used for their electrical gadgets.

P. T. O.

Prepare a Research Proposal clearly stating all the stages of the research process to address the above issues.

2. (a) You are the Managing Director of a company having a chain of 20 hotels and 5 theme parks across the country. You have been apprised that the guest complaints regarding housekeeping and customer service are on the increase as compared to past. You wish to know the reasons behind these issues while maintaining confidentiality of responses. Suggest the types of research design and data collection techniques that might be appropriate in the above situation with justification for the same.
- (b) Describe with the help of suitable examples the potential sources of error while collecting primary data.
3. Write short notes on any *three* of the following :
 - (a) Syndicated Research in India
 - (b) Projective techniques of Data Collection
 - (c) Conjoint Analysis
 - (d) Techniques of Qualitative Research
 - (e) Data Presentation

4. The operations manager of a company that manufactures shirts wants to determine whether there are differences in the quality of workmanship among the three daily shifts. She randomly selects 600 recently made shirts and carefully inspects them. Each shirt is classified as either perfect or flawed, and the shift that produced it is also recorded. The table given below summarizes the number of shirts that fell into each cell :

Shift condition	1	2	3
Perfect	240	191	139
Flawed	10	9	11

Does the data provide sufficient evidence to infer that the quality of shifts is independent of the shift in which it is produced ? Test at 5% level of significance.

Section—B

5. Parle Agro Pvt. Ltd. has launched a fizzy version of Frooti—the first brand extension for the popular mango drink launched 32 years ago. Frooti Fizz is an attempt to build on the success of the original fruit beverage, which is Parle Agro's largest revenue earner, making up more than 60% of the company's sales.

Frooti Fizz, priced at ₹ 15 for a 250 ml PET package, ₹ 30 for a 500 ml PET package and ₹ 25 for a 250 ml can, is being retailed across 1.2 million outlets of the estimated nine million outlets in the country, according to the firm. The firm has experimented with a fizzy variant in the past. In 2005, it launched Appy Fizz—the country's first fruit-based fizzy drink that has grown at more than 20% a year in the post five years. Today, the company holds maximum market share in this category. The launch of Frooti Fizz is a step towards taking this category to the next level. Mango continues to be India's largest consumed fruit flavor and there's space for the fizzy version of the mango drink in the market.

Parle Agro's decision to launch Frooti Fizz, comes four months after the Food Safety and Standards Authority of India (FSSAI) set new standards for carbonated fruit based drinks. Design a questionnaire to be used in a research project to study the consumer awareness, perception and satisfaction of Frooti Fizz.