

No. of Printed Pages : 4

MS-66

MANAGEMENT PROGRAMME (MP)

Term-End Examination

June, 2023

MS-66 : MARKETING RESEARCH

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

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

(ii) Section B is compulsory.

(iii) All questions carry equal marks.

Section–A

1. (a) Define Marketing Research. Discuss some key areas of its application specific to marketing function.
- (b) Why “problem definition” assumes significance in Marketing Research ? Discuss.

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2. (a) Distinguish probability sampling from non-probability sampling. Explain briefly the various types of non-probability sampling methods and specify the situation where they could be best used.

(b) Discuss the merits, demerits and limitations of a structured questionnaire.
3. (a) Explain the importance of using cluster analysis in research. What are its possible areas of application ?

(b) Discuss Likert scale and semantic differential scale in the context of attitude measurement of respondents. Explain with suitable example.
4. Write short notes on *three* of the following :
 - (a) Observation method
 - (b) Coding and tabulation
 - (c) Focus group discussion
 - (d) Application of conjoint analysis
 - (e) Correlation coefficient analysis

Section–B

5. A small-sized north based FMCG company has forayed into wheat flour (Atta) as a new product offering with a brand name “Desi Atta” which was launched in Jan. 2020. The brand was conceived targeting the middle and lower middle class homemakers of the northern belt. The Atta brand is priced much lower than its competitors and yet it claims that the quality and packaging is at par with the market leader. Just two months after its launch, a lockdown was declared due to Covid-19 and as result the firm was constrained to undertake any kind of promotional effort.

Since the unlock form October 2020 until March 2021, the brand registered very poor sales which were a serious concern for the management. After lot of brainstorming sessions, the top management is now of the opinion that basic research is the need of the hour so as to seek insights for the brand’s poor performance in the recent past. The emphasis

of the research is to seek the attitude of both the retailers and the consumers.

In view of being a small company and the focus of selective market coverage, it was decided that a time bound comprehensive market research plan may be prepared in-house for its implementation and necessary findings in order to move ahead.

Questions :

- (a) What type of research approach would you think is more appropriate and why ? Give reason for the choice.
- (b) For the proposed research project, clearly specify the following :
 - (i) Research objectives
 - (ii) The types of data required and the sources
 - (iii) Sampling technique to be used
 - (iv) The measurement scale appropriate for the survey