

No. of Printed Pages : 4

MS-66

MANAGEMENT PROGRAMME (MP)

Term-End Examination

June, 2024

MS-66 : MARKETING RESEARCH

Time : 3 Hours

Maximum Marks : 100

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

(ii) Section B is compulsory.

(iii) All questions carry equal marks.

Section—A

1. Fun Times Ltd. is a company dealing in kid's toys. It was once a big-time brand, but with intense competition in the segment, it is finding it difficult to struggle and survive in the market. The company management is planning to diversify into kids wear segment. They wish to know customer response to the new line and how much their brand name will help in launching the kids wear line for which they

P. T. O.

want to appoint you as a researcher. Prepare a Research Proposal clearly stating all the stages of the research process to address the above issues.

2. (a) Distinguish between Probability and Non-Probability Sampling.
- (b) Iceberg Ice creams has launched a new advertising campaign for its exotic flavors ice cream. Iceberg wants to test the impact of the new commercials on its sales. What research design should it adopt in the given situation ? Justify your choice.
3. Write short notes on any *three* of the following :
 - (a) Factors influencing VALIDITY of experiments.
 - (b) In-depth interview.
 - (c) Concept and application of discriminant analysis.
 - (d) Sources of secondary data
 - (e) Random sampling

4. Econetics Research, a well-known Mumbai-based consulting firm, wants to test how it can influence the proportion of questionnaires returned from surveys. In the belief that the inclusion of an incentive to respond may be important, the firm sends out 1,000 questionnaires: 200 questionnaires promise to send respondents a gift voucher, 300 questionnaires state that respondents will be awarded gifts, and 500 are accompanied by no incentive. The table given below summarizes the number of questionnaires that were returned under each category :

Questionnaire	Incentive		
	Gift Voucher	Gift	No Incentive
Returned	80	100	120
Not Returned	120	200	380

does the data provide sufficient evidence to infer that the number of questionnaire returned by the respondents is independent of the incentive ? Test at 5% level of significance.

Section—B

5. In September last year, Mondelez India Foods Pvt. Ltd introduced Cadbury Fuse a premium bar chocolate, pitting it against Mars Snickers. Cadbury Fuse is a fusion of peanuts, caramel and chocolate cream, priced at ₹ 20 for a 25-gram bar and ₹ 35 for a 45 gram bar. Mars Snickers costs around ₹ 35 for a 50- gram bar.

Fuse was Mondelez's fourth product launch last year. In August last, it introduced Cadbury Dairy Milk (CDM) Marvellous Creations and CDM Silk Miniatures in India. In April, it launched two new types of biscuits.

Cadbury's Dairy Milk is the biggest chocolate brand in the country and its Cadbury 5 Star brand already dominates the non-premium chocolate bar segment. Mondelez account for over 65% of the ₹ 7,500 crore chocolate market in India, according to AC Nielsen's research.

Design questionnaire to be used in a research project to study consumer awareness, perception and satisfaction with Cadbury Fuse.