

01223

## MANAGEMENT PROGRAMME

Term-End Examination

December, 2010

### MS-66 : MARKETING RESEARCH

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

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- Note :** (i) This paper consists of two sections A and B.  
(ii) Attempt any three questions from Section - A  
(iii) Section - B is compulsory. All questions carry equal marks.
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#### SECTION - A

1. What are the key factors on which sample size for a survey is based ? What are the steps through which the sample size for a survey is determined ?
2. What are the techniques available to determine the association between two variables ? What are their relative strengths and weaknesses ?

3. Outline the design of a suitable experiment for determining the immediate, short term and medium term effects of an advertising campaign for a newly launched brand of chocolates across India.
  
4. Discuss the advantages and disadvantages of conducting marketing research through internet in India.
  
5. Write short notes on *any three* of the following :
  - (a) Media Research.
  - (b) Steps involved in Questionnaire Designing.
  - (c) Multi Dimensional Scaling.
  - (d) Use of Nominal Scaled Data in Marketing Research.
  - (e) Observation as an Exploratory Research Tool.

## SECTION - B

6. Read the case given below and answer the question given at the end.

### Suryanjan Restaurant

Suryanjan Restaurant had started about a year back with lot of fanfare. This costly restaurant was located near a boys college in a B - class town. It had started as a fast food snacks joint serving local dishes. The target customers were nearby college students. Therefore, the prices were also kept within the pocket allowances of students. Somehow, this did not pick up even till three months of time.

The owners of Suryanjan Restaurant then decided to change the menu and started serving more of Chinese and South Indian dishes. This sold for a while but soon tapered to unviable scale of business. The management decided that these items were not suitable for the students during their college hours. Therefore, they lined to shift their appeal to entire family from just the students. They added set thalis, special arrangements for seating children, carry home packing arrangements and sent announcement leaflets through the morning newspapers. They were banking on the residential localities lying at the periphery of just about one kilometre border from their restaurant. Even this did not bring profits to them.

The owners of Suryanjan Restaurant started pondering about the possible reasons for not getting desired business. First of all, they did not have any clue about it. Then, they could ascribe almost all possible reasons for it.

After further thinking they started blaming choice of location, faulty pricing, mistakes targeting and wrong choice of menu for this dismal failure. No good counsel was forthcoming to take them out of this misery.

**Question :-**

Suggest a suitable and systematic research plan to help them pinpoint the right problem.

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