

Seat No.: _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER (3) – EXAMINATION – SUMMER 2019**Subject Code: 3539214****Date: 11/05/2019****Subject Name: Marketing Research (MR)****Time: 02:30 pm to 5:30 pm****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q. No.	Question Text and Description	Marks
Q.1	Define following. (a) Problem-Identification Research (b) Experimentation method of data collection (c) Cross tabulation analysis (d) Chi square Test (e) Likert scale (f) Conjoint analysis (g) Confidence Level in Sample size determination	14
Q.2	(a) Explain steps of Marketing Research Process.	07
	(b) Differentiate Qualitative and Quantitative research. Which type of research will be helpful for a Namkeen brand 'Samrat'; for their new version of frymes which contains least oil and so less fat constituents.	07
	OR	
	(b) Energy Association of India wishes to conduct research on energy consumption in GIDC units of Ahmedabad. For this; CEOs/ MDs or the top most position officers of the companies need to be surveyed. Explain which type of Qualitative Research is suitable with this regards?	07
Q.3	(a) Give classification of research design. Explain the differences between major types of research design.	07
	(b) What are the objectives of a questionnaire? Explain briefly the steps in Questionnaire design process.	07
	OR	
Q.3	(a) Describe the process of report preparation.	07
	(b) International Labor Union wishes to conduct research on condition of workers in the Textile Units of Dying Mills of Surat. What is the difference between primary & secondary data with this reference?	07
Q.4	(a) Explain relation between Ethics and Marketing Research.	07

- (b) Kotak Bank wishes to offer new products. Explain importance of Internal and External Data with this reference. **07**

OR

- Q.4** (a) Explain similarities and differences between cluster and discriminant analysis. **07**

- (b) Pepsi wishes to conduct a research on customer satisfaction in Ahmedabad city. Explain importance and methods for deciding sample size with respect to this research. **07**

Q.5

CASE STUDY:

Rajesh Patel joined a Research firm Nielsen India. Though the company trained him for his work profile of TL- Research Team; during his Induction Program, Rajesh is in dilemma about his profile as a team leader of the marketing researchers. Hyundai as the client of Nielsen; asks Rajesh for a Marketing Research Survey for all of the car showrooms/ dealers/ distributors on customer satisfaction, their way of greeting and treating. A special condition from Hyundai is that the respondents (car showrooms/ dealers/ distributors) should not be informed about the research in any condition. Now Rajesh decides to go for Mystery Shoppers Survey. But he is not confident enough for this assignment as its being his first and major responsibility task.

Questions:

- (a) How should Rajesh prepare his team for this assignment? Should surveyors ask for test driving? Why? **07**
- (b) Draft a questionnaire for the assignment. What special care should be taken while drafting the questions? **07**

OR

- Q.5** (a) Is this type of research Qualitative or Quantitative? How? **07**
- (b) How observation is the key for the surveyors and the researcher for this Marketing Research Assignment? **07**
