

MANAGEMENT PROGRAMME (MP)

Term-End Examination

December, 2024

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. (a) What is Marketing Research ? Discuss the major uses of Marketing Research in today's corporate environment.
- (b) What are the different ways of conducting Marketing Research in India ? Discuss the problems faced by the researchers in India.

2. (a) What is the importance of sampling in Marketing Research ? Under what circumstances a study will adopt stratified sampling ? Explain with suitable example.
(b) What do you mean by 'Reliability' and validity of a Research Instrument ? Explain.
3. (a) What is the differences between qualitative and quantitative research ? Explain the various methods of conducting qualitative research.
(b) Define conjoint analysis. What are the steps involved in conjoint analysis ? Explain with the help of an example.
4. Write short notes on any **three** of the following :
 - (a) Cross-sectional design
 - (b) Cluster analysis
 - (c) Simple Random Sampling
 - (d) Correlation and Regression analysis
 - (e) Projective techniques

Section—B**5. Case Study :**

The shoe market in Indian can be divided into two major segments, namely the formal leather shoes and the casual wear shoes. There has been a rapid change in the casual shoes market in the past few years in India. It is no more a distinctive possession of the elite only. It has now become a ubiquitous, all purpose shoe as the outlook of people towards casual shoes has also changed. The market is now set for a boom. This is also owing to the launch of many new range of casual shoes by BATA, METRO in technical collaboration with the world famous leading manufacturers of shoes like Adidas and Puma respectively. In a study of casual shoes we found that top of mind awareness for various brands were North Star (33%), Nike (38%), Puma (17%) and Adidas (15%). Although BATA METRO have been existing in the market for a long time, there have been scores of new entrants such as Liberty, Red Tape etc. and even some foreign brands. This has led to an increased competition.

You have been appointed as a researcher. How you are going to approach to provide a solution to deal with the competition ?

Questions :

- (a) What type of research approach would you think is more appropriate and why ?
- (b) Design a suitable questionnaire to collect data from the consumers to know the awareness level and acceptability of brands in the market.

x x x x x x x