



CBCS SCHEME

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16/17MBAMM304

Third Semester MBA Degree Examination, Aug./Sept.2020 Marketing Research

Time: 3 hrs.

Max. Marks:80

**Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.
2. Question No. 8 is compulsory.**

- 1 a. Define marketing research. (02 Marks)
b. Explain the functions of marketing research. (06 Marks)
c. Briefly explain the process of marketing research. (08 Marks)
- 2 a. Give the meaning of exploratory research design. (02 Marks)
b. Differentiate between primary and secondary data. (06 Marks)
c. Briefly explain the methods of exploratory research design. (08 Marks)
- 3 a. What is sampling? (02 Marks)
b. Discuss the sampling process in detail. (06 Marks)
c. Explain the different types of probability sampling. (08 Marks)
- 4 a. What is questionnaire design? (02 Marks)
b. Describe the qualities of a good questionnaire designing. (06 Marks)
c. Explain the steps involved in questionnaire designing. (08 Marks)
- 5 a. Define advertising research. (02 Marks)
b. Discuss the advantages and disadvantages of International Marketing Research. (06 Marks)
c. Briefly explain the measurement techniques. (08 Marks)
- 6 a. What are research trends? (02 Marks)
b. Briefly explain types of research ethics. (06 Marks)
c. Explain the impact of the social media on marketing research. (08 Marks)
- 7 a. What do you mean by data collection? (02 Marks)
b. Explain the different types of scaling techniques. (06 Marks)
c. Briefly explain the different methods of collecting primary data. (08 Marks)

8 Case Study : (Compulsory)

Market Research at Delta Corporation

Delta Corporation is into manufacturing and marketing of cosmetics. They have a wide range of cosmetics. Range for women include cold cream, all purpose cream, face massage cream, moisturizing lotion, body lotion, face packs and shampoo. Range for men includes shaving cream, after shave lotion, talcum powder.



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Delta Corporation has a strong brand by the name of REVON and are into business for the last ten years. They started form a single product, all purpose cream and with ten years of success behind, they have more than 20 products today. They have positioned their products to middle class segment with moderate quality and moderate price. Rajat Gupta, son of Mr. R.K.Gupta, Managing Director of Delta Corporation has completed MBA and has just joined Delta Corporation.

On analyzing the sales records for the past five years Rajat has made certain observations. All purpose cream the product with which Delta Corporation started, accounts for 50% of the sales. Shampoo is another product which accounts for 26% of the sales. The remaining 18 products account for only 24% of the sales. The marketing resources are spent equally on all the products but the sales records tell a different story.

Rajat wants to do a marketing research to find reasons for the same.

Questions:

- a. Identify key areas where research should be conducted by Delta Corporation. (08 Marks)
- b. Design a suitable marketing research process for Delta Corporation. (08 Marks)

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