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16MBAMM304

Third Semester MBA Degree Examination, Dec.2017/Jan.2018 Marketing Research

Time: 3 hrs.

Max. Marks:80

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

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8=50, will be treated as malpractice.

- 1 a. Write a short note on Do – It – Yourself (DIY) Research. (02 Marks)
b. Briefly explain the steps involved in designing a questionnaire. (06 Marks)
c. Describe the Marketing research process. (08 Marks)
- 2 a. Define Marketing Information System. (02 Marks)
b. Discuss the typical research errors that can occur during a market research. (06 Marks)
c. Explain your opinion on the significance of Internet Marketing Research. (08 Marks)
- 3 a. Distinguish between Probability and Non – Probability sampling. (02 Marks)
b. Identify and explain the different types of samples. (06 Marks)
c. Discuss in detail the various methods of primary data collection and justify the method that you would rely on for an employee satisfaction survey. (08 Marks)
- 4 a. What is an Attitude scale? (02 Marks)
b. Examine the significance of ethics in Market Research. (06 Marks)
c. Elaborate on the four scales of measurement. (08 Marks)
- 5 a. List the sources of secondary data. (02 Marks)
b. Briefly explain the scales for illiterate respondents. (06 Marks)
c. Compare the advantages and disadvantages of secondary data. (08 Marks)
- 6 a. Cite various components of M.I.S. (02 Marks)
b. Questionnaire Design is more of an art than science. Comment on this statement. (06 Marks)
c. Explain the various types of research design employed. (08 Marks)
- 7 a. Write short notes on Likert Scale. (02 Marks)
b. Explain Sales Analysis Research and its applications. (06 Marks)
c. Describe the Sampling Design Process. (08 Marks)
- 8 Unilever sold consumer products in 150 countries. Approximately 85% of their profits came from overseas, 7% of the profit was attributed to Asia and the Pacific. Unilever attempted to break into the Japanese detergent market with Surf Super concentrate. During test market it achieved 14.5% of the market, however it fell to a shocking 2.8% when the product was introduced nationally.
Surf was designed to have a distinctive premeasured packet as in tea bag like sachets, joined in pairs because convenience was an important attribute to Japanese customers. It also had a fresh smell appeal. However, Japanese consumers noted that the detergent did not dissolve in water due to weather conditions, Surf was not designed to work in the new washing machines.



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The research approach of Unilever failed to identify that “fresh smell” had no relevance in Japanese context since consumers could hang their washed clothes in fresh air. Appropriate qualitative research such as focus groups and depth interviews could have revealed the correct characteristics or factors for a suitable research.

Questions :

- a. Define the problem statement for Unilever for their product Surf in Japan. (04 Marks)
- b. Identify the reasons as to why Surf failed in the Japanese detergent market. (04 Marks)
- c. Suggest and justify research methods for enhancing sales of Surf in Japan. (04 Marks)
- d. Analyse how Unilever would approach the Indian market for the same product. (04 Marks)
