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16MBAMM304

Third Semester MBA Degree Examination, June/July 2018
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. What is sampling unit? (02 Marks)
 - b. Explain relationship between MIS and Marketing research. (06 Marks)
 - c. What are the steps involved in Questionnaire design process? (08 Marks)
- 2
 - a. What is Dichotomous Question? (02 Marks)
 - b. Discuss the different criteria used in evaluating secondary data. (06 Marks)
 - c. What are the different primary scales of measurement? Explain with example. (08 Marks)
- 3
 - a. Define longitudinal design. (02 Marks)
 - b. Write a short note on advertising research. (06 Marks)
 - c. Describe current trends that are dominating in marketing research field. (08 Marks)
- 4
 - a. What do you mean by marketing intelligence system? (02 Marks)
 - b. Write a short note on self-reporting methods. (06 Marks)
 - c. What are the ethical issues involved in marketing research? (08 Marks)
- 5
 - a. What is paired comparison scaling? (02 Marks)
 - b. Discuss the different types of conclusive research. (06 Marks)
 - c. What are the different methods used in selection of sample? (08 Marks)
- 6
 - a. What is Type – II error? (02 Marks)
 - b. Explain the impact of social media in marketing research. (06 Marks)
 - c. Explain the different types of methods available for collection of primary data in business. (08 Marks)
- 7
 - a. What is DIY research? (02 Marks)
 - b. Distinguish between sample and census. (06 Marks)
 - c. What is MIS? Explain different components of MIS. (08 Marks)

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.



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8 Case Study :

Shri Ram consultants have been appointed by a leading group in hotel industry to prepare a feasibility report for opening a five star hotel in Pune. The group had been the most successful one in the hotel industry and had always kept its eyes open for the new opportunities.

In the view of the very fast industrial growth in the city had attracted the attention of the group. Pune, apart from being a modern city, has the added advantage of pleasant weather and several places of tourist attraction in the neighborhood. Moreover, the closeness to Mumbai, a city of international stature, made it very easily accessible to international tourists.

For Shri Ram consultants this was the first time that an assignment concerning the hotel industry had been received. They, however, soon realized that the assignment was not as simple as it appeared to be in the first place. The feasibility of such a hotel would depend essentially on two factors. Businessmen visiting the city for work would constitute one segment of the market, while tourists would constitute the other, further, the tourists could be Indians or foreigners. The success of such a hotel would also depend upon the relative attraction of other tourists caters in the Vicinity.

Further, it was necessary to estimate fluctuations in demand for hotel accommodation so that attractive discounts could be offered during off season for the business conferences, executive programs etc.

The consultants realized that they would have to undertake a market research on a national scale assess the tourist potential of the city. They could also have to survey the foreign tourists to estimate one of the most important segments of the market.

The consultants wondered whether such a survey will have to extend over a period of one full year to completely take into account the seasonal variations in tourists traffic. They were also undecided about the manner in which the survey should be conducted. The company also feared that in the absence of an accurate definition of the program, they may land up *surveying the complete tourists in India, rather than studying the feasibility of a hotel in Pune.*

They had heard that International Trade and Business Consultant (ITBC) *had appointed lady* interviewers at several major airports for conducting such surveys and wondered if such a methodology could be used to them.

The problem appeared well defined and they were concerned as *the preliminary report* explaining methodology of the research and the questionnaires to be used had to be submitted to the client along with estimate of expense within one month.

- a. How would you define the problem of assessing the feasibility of the hotel so as to help the survey? (04 Marks)
- b. How would you plan a survey for actually collecting information? (04 Marks)
- c. Who are the respondents for the study? (04 Marks)
- d. How would you estimate the cost of such survey? (04 Marks)

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