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**18MBAMM304**

## Third Semester MBA Degree Examination, Jan./Feb. 2021 Marketing Research & Analytics

Time: 3 hrs.

Max. Marks: 100

**Note: 1. Answer any FOUR full questions from Q1 to Q7.  
2. Question No.8 is compulsory.**

- 1
  - a. Define Marketing Research. (03 Marks)
  - b. What are the objectives of marketing research? (07 Marks)
  - c. Explain the limitations of marketing research. (10 Marks)
  
- 2
  - a. What is marketing intelligence? (03 Marks)
  - b. What is the need for marketing intelligence for a particular company? (07 Marks)
  - c. Explain the marketing research process. (10 Marks)
  
- 3
  - a. Define marketing information system. (03 Marks)
  - b. Explain the sources of marketing information system. (07 Marks)
  - c. How marketing information system differs from marketing research? (10 Marks)
  
- 4
  - a. Define marketing Decision Support System. (03 Marks)
  - b. What are the characteristics of marketing Decision Support System? (07 Marks)
  - c. Explain Database and Data warehousing. (10 Marks)
  
- 5
  - a. What is multibrand choice method? (03 Marks)
  - b. What is product line research and individual product research? (07 Marks)
  - c. Explain the pricing strategy and pricing pattern to increase market share. (10 Marks)
  
- 6
  - a. What is Data mining? (03 Marks)
  - b. Explain Four 'V's of Big Data. (07 Marks)
  - c. Explain the meaning of predictive analysis. (10 Marks)
  
- 7
  - a. What is propensity model? (03 Marks)
  - b. Explain the applications of predictive analysis. (07 Marks)
  - c. Explain the process of predictive analytics. (10 Marks)
  
- 8
 

Case Study:

M/s XYZ Co. Ltd. is one of the India's largest designers, manufacturing and distributors of school Bags and Luggage Bags. They sell their products using number of quality Brand names including STUDENT©, AMBASSADOR© and INDIAN TOURISTER© and is the leader in the Indian Luggage bags industry. The CEO of the Co, Mr. VINAY hoped to increase company's market share through aggressive products development and marketing from 30% in 2018 to 40% in 2020. Mr VINAY recognizes the importance of new product development and that company must continuously introduce successful new products in the market.

Questions are :

- a. What type of Market research should M/S XYZ Co. Ltd undertake to successfully introduce new products and increase market share? (10 Marks)
- b. Discuss the role of the type of research and all recommend in enabling Mr. VINAY to increase M/S XYZ Co. Ltd.'s market share. (10 Marks)

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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.