

SVKM'S NMIMS UNIVERSITY
SCHOOL OF DISTANCE LEARNING

Programme: PGDMM (SEM III)

Subject: Marketing Research

Date: 28.05.09

Marks: 100

Time : 3 hrs (3pm to 6pm)

Instructions: Candidates should read carefully the instructions printed on the question paper and on the cover of the Answer Book, which is provided for their use.

NB: Answer to each new question to be started on a fresh page.

Q1) Differentiate with 2 significant points of distinction (Any 2 out of 4) 10 marks

1. Primary v/s secondary data
2. Descriptive v/s exploratory research
3. Market research v/s marketing research
4. Qualitative research techniques v/s quantitative research techniques

Q2) Short Notes (Any 3 out of 5) 15 marks

1. Factor analysis
2. Scaling
3. Conjoint analysis
4. Validity and reliability
5. Correlation

Q3) (Any 3 out of 5)

45 marks

1. A popular health club 'Walavalkars' wants to measure its customer service level through the observation method. Outline a suitable sampling plan for this study. How would you determine the appropriate sample size for this study?
2. Please advise a major Indian tour and travel operator specializing in tours to Kerala, on how they should segment their market using cluster analysis.
3. A Mumbai based restaurant chain specializing in Chinese cuisine wants to ascertain its image in the minds of its patrons. Construct a five point scale to measure the perceived image of the restaurant, using Likert Scale.
4. Under what conditions would you suggest cross-sectional research design and longitudinal research design? Briefly explain and illustrate with 2 examples each.
5. You have to conduct Focus Group Discussions among car drivers to determine the factors that inhibit the use of seat belts among them. How would you plan for an effective focus group discussion?

6. Q4 Case study

(30 marks)

Asian Petroleum (AP), a semi-government organization, is a major player in the petroleum industry for the past 5 decades, having established itself in a predominantly sellers market, due to favourable government policies. With the petroleum industry now being opened to private players, several resourceful private sector majors are readying for launch.

Traditionally, petrol and diesel have been perceived as commodities and hence the challenge before AP is to create and build a brand/s that will help differentiate AP's petrol and diesel from the competition and help sustain sales in the long term. AP currently operates across India but is largely present only in the urban areas.

As the marketing consultant for AP, help

1. Identify the target segments and formulate their branding strategy
2. Outline the research plan by highlighting the research design, sampling and research instruments for each component of the study.