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SVKM's NMIMS University
School of Distance Learning

Marketing Research

Date: 7.6.2008

Marks: 100

Time: 3.00 pm to 6.00 pm

- 1) All Questions are Compulsory.
- 2) You have two situations on hand and three tasks in each.
- 3) This is not a theoretical question paper, your skills and ability to apply theoretical concepts to real life problems is being tested.
- 4) Please remember quality will fetch you good grades and not quantity.
- 5) This is an open book exam.

All the Best!

Situation 1:

A prominent business school in India wants to launch an online program for working executives. The students can log in to the Internet and attend the live session delivered by the professor. If they miss the session they can play back the event recording for their course learning. This program is designed to fill the existing gap between the distance learning programs and the part-time MBA programs. It brings best of both the worlds – provides the value of classroom learning which the current students who enroll for distance learning are missing out. And provide the flexibility of attending the classes from any part of the world and replaying the sessions they have missed, which the current part-time MBA students are finding difficult because they have been heavily traveling and at times working late hours in office. Many colleges in North Americas are offering these programs and they have been highly successful. Will this model succeed in India as well?

Task 1 (10 mks)

The managerial problem has been put across to you. As a marketing manager you have been asked to carry out market research and make recommendation on the launch of the online program. Please draw the research objective for your research.

Task 2 (25 mks):

You are a part of the qualitative research team and you need to create a questionnaire and the data coding sheet. Your questionnaire should have

maximum of 30 questions and **all these questions should be coded** in the data coding sheet.

Note: Please list down the **objectives, scope** and **assumptions** (if any) of the questionnaire.

Task 3 (15 mks)

Identify the secondary sources for collecting the data for solving the problem on hand. Provide reasons why you have selected these sources.

Situation 2:

Godrej Agrovet Ltd and Future Ventures India Ltd announced that they have entered into a joint venture agreement for rural retailing. Future Ventures India Ltd, a Future Group company, will own a 70 per cent stake in Aadhaar Retailing Ltd, with the rest owned by Godrej Agrovet Ltd. Godrej Aadhaar, the agri-services-cum-rural retail initiative, will continue to be a complete solution provider for the farmer. While the venture began by offering agri solutions to the farmers, based on their feedback, it has, over the last year, diversified into offering a number of other product categories like consumer durables, food and grocery, apparels, footwear and so on thus catering to the complete requirement of the rural household.

Task 1 (30 mks):

Identify the **brand name** and **tagline** for this venture. Using unstructured and direct method of data collection you have to gather information from the rural housewives in the age group of 22 to 45 years. Employ **any three methods** (sentence completion/ Picture Interpretation/ Word Association/ Focus groups) to collect data. You have to:

- 1) Frame the incomplete sentences or draw the pictures to be interpreted or list the words for associations or frame the discussion questions.
- 2) Provide a short rationale for your approach for each method employed to collect data.

Task 2 (10 mks):

You also have to identify the positioning statement and hence you plan to visit the local markets and observe the purchasing behavior. List down all the observations that you intend to make!

Task 3 (10 mks)

You have been appointed as the marketing manager for this venture. Draw a sampling strategy for both tasks listed above. You have to complete the research and present the report in 3 months. Your sampling strategy needs to cover the following:

- 1) Population
- 2) Sampling method
- 3) Sample size
