

**SVKM's NMIMS**  
**School of Distance Learning**

Programme: PGDMM

Academic Year: 2011-2012

Subject: Marketing Research

Date: 28.12.2011

Semester III

Course New

Marks: 70

Time: 3.00 p.m to 6.00 p.m

**Time : 3 hours**

**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:**

1. This question paper contains in all **four** questions.
2. Answer to each new question to be started on a fresh page
3. Support your answers with examples and illustrations where required
4. Figures in the brackets indicate full marks.

**Question 1:** Answer in brief any **2 out of 4** questions

(10)

- a) What are the characteristics of Marketing Research?
- b) What are the various sources of secondary data?
- c) What is a punch line? What according to you does the punch line, "Khayal Aap Ka" depict for ICICI Bank?
- d) What are the limitations of sampling?

**Question 2:** Write short notes on any **2 out of 6**

(10)

- a) Focus Group Interviews
- b) Explanatory designs
- c) Stages in Advertising Research
- d) Pitfalls to avoid in Report Writing
- e) Measurement scales
- f) Cluster Sampling

**Question 3: Attempt any 3 out of 6 questions**

(20)

- a) Explain in detail the Elements of Presentation and Steps of Presentation
- b) What is survey? What are the needs and limitations of survey? What are the different techniques used in surveys?
- c) What are the different types of questions that can be used in questionnaires? Explain the characteristics of a good questionnaire.
- d) Differentiate between Arbitrary Scales and Summated (Likert Type) Scales. What are the other types of scales?
- e) What are the different sources of Primary data? What are the advantages and limitations of using primary data?
- f) What are the different types of sampling designs? How can a researcher determine a sample size?

**Question 4:**

(20)

A well known and a very prominent jewelry store, Zevarlal Jewels, is having showrooms across the major metros in India. This jewelry brand currently sells all types of jewelry of precious metals such as gold, platinum and silver, precious and semi precious stones as well as pearl. The stores of Zevarlal Jewels offer various jewelry collections like daily wear, wedding collection, occasional wear and jewelry for office wear too.

Zevarlal Jewels now wants to enter into the e-business arena and reach the market across India and the globe. The website for Zevarlal Jewels will be an online shop for customers across the globe. Information on all promotional and festive offers will be given on the website and all the collections and designs of the jewelry will be showcased on the website. The customer will no longer have to visit the store physically but can place an order and make the online payment sitting at home and the delivery will be done. There will also be an online customer service cell through which the customers can clarify their doubts and get their grievances resolved if any.

Will this e-business model get success and higher revenue to Zevarlal Jewels?

- 1. As a marketing manager you are supposed to carry out a marketing research and make (7) recommendations for the launch of an online store. Draw the research objective for your research.
- 2. You are additionally a part of the qualitative research team. Therefore design a questionnaire (7) for this purpose. List down the objectives, scope and assumptions if any of the questionnaire.
- 3. What segment of population will you select for getting your questionnaire filled and why? (6)

X

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