

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

Programme: PGDMM

Academic Year: 2010-2011

Semester III

Subject: Marketing Research

Course New

Marks: 70

Date: 27.6.2011

Time: 3.00pm to 6.00pm

**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 is the relation between research design and marketing decision process?
- b) What are the various sources of primary data?
- c) What is a punch line? What according to you does the punch line, "Zindagi ke saath bhi, Zindagi ke baad bhi" depict for LIC of India?
- d) Differentiate between quantitative and qualitative research?

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

(10)

- a) Focus Group Interviews
- b) Explanatory designs
- c) Quasi Experimental designs
- d) Limitations of Sampling
- e) Pitfalls to avoid in Report Writing
- f) Cluster Sampling

(1)

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

**(30)**

- 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) Explain in detail the characteristics of Marketing Research. Why is marketing research important and what are its limitations?
- e) What are the different sources of Secondary data? What are the advantages and limitations of using secondary data?
- f) What are the different types of sampling designs? How can a researcher determine a sample size?

**Question 4:**

**(20)**

"Mumbai Tadka" is a well known and a very prominent chain of restaurant outlets in Mumbai. It has its outlets in all areas of Mumbai including the central and western suburbs. Mumbai Tadka currently serves its clients with a variety of dishes which include Chaat like Pani puri, Bhel puri etc, take away dishes like Burgers, Pizzas etc, Punjabi dishes like Chhole Bhatore, Parathas etc and South Indian dishes like Idli Sambhar, Dosas etc. Mumbai Tadka is even more famous for its prompt service where in a customer is served the dish within ten minutes of the order placement.

Mumbai Tadka now wants to enter into the e-business arena and expand its business across the city. The website for Mumbai Tadka will be an online restaurant for customers across the city. The customer will place an order online and the order will be delivered within 20 minutes at his doorstep. For this purpose Mumbai Tadka will plan and implement excellent delivery mechanisms. Payment will have to be done by the customer in cash once the delivery is done.

Will this e-business (website) model get success and higher revenue to Mumbai Tadka?

1. As a marketing manager you are supposed to carry out a marketing research and make recommendations for the launch of an online restaurant. Draw the research objective for your research.
2. You are additionally a part of the qualitative research team. Therefore design a questionnaire 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?

**(2)**