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Total No. of Questions : 10

MBA (Sem–3)
MARKETING RESEARCH
Subject Code : MBA-302-18
M.Code : 76890
Date of Examination : 15-06-2023

Time : 3 Hrs.   Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :
1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.

SECTION-A

l. **Write briefly :**

   a) Difference between the primary and secondary data.

   b) What are Differential Scales (Thurstone type scales) and Summated scales (Likert type scales)?

   c) Discuss Exploratory Research Design.

   d) Discuss the importance of selecting a research problem.

   e) Write a short note on the observation method.

   f) Write short note on the dependent and independent variables.

   g) What do you understand by research design?

   h) Write a short note on a review of the literature.

SECTION-B

UNIT-I

2. What do you mean by Marketing research? Explain the various steps involved in research.

3. "*It is never safe to take published data at its face value*". Explain the various points which must be considered before using the secondary data. Give examples wherever possible.

UNIT-II

4. Explain the various experimental research designs. Explain with a suitable example.

5. In the research process, why is the problem definition probably the most important? What are the key issues that need to be addressed at this stage?

UNIT-III

6. What are the various aspects that need to be kept in mind while developing the questionnaire?

7. What do you mean by the reliability of a test? Is a reliable test valid too? Comment while highlighting the difference.

UNIT-IV

8. **Write notes on the following :**

   a) Multi-Dimensional scaling

   b) Factor Analysis

9. Discuss the utility and effectiveness of various Tests of significance. How does SPSS/Excel help in implementing these?

SECTION-C

10. **Case Study :**

The New Shoe Company, based in the English Midlands, is experiencing a fall in profits. The company measures profits in terms of the annual pre-tax return on capital employed earned by the company. The sales director says that falling profitability is a reflection of the current slump in the market. Total demand in the marketplace is much less than it was

12 months ago and the company has struggled to maintain its market share at the previous level as competition has intensified. Competition from European manufacturers has been sharpened by changes in EU trading regulations and Spanish manufacturers, in particular, have taken advantage of their lower cost structure to make inroads into the British market. At the same time, the New Shoe Company has failed to take full advantage of opportunities in Europe. It has not fully developed its market niching strategy where it can gain a competitive advantage. The sales director blames the firm's lack of competitiveness on the poor performance of the R&D team and the inability of the manufacturing departments to control costs. The technical director claims that the firm's products are competitive with any that are produced worldwide. Indeed, in her view, the firm's products are by-far the best available at the price, offered. She points to the Jack of marketing effort expended by the firm in the past year, pointing to the necessity to keep the firm's name before the public at all times, especially when competition is increasing in strength. At the same time, she recognises that marketing effort requires financing and that this was not adequately provided during the period in question. The production director points out that the company has been able to lower its manufacturing costs substantially through the introduction of new technology into the manufacturing process. However, he points out the accounting practices adopted by the firm distort the true picture. Profitability, in his view, has improved, although this is not truly reflected in the company's management accounts. The finance director feels that the drop in profitability is attributable to recent acquisitions the firm has made. Ventures into retailing have not been as profitable as had first been supposed. This might to some extent have been reflective of bad timing on behalf of the company, given the current recession, in making such acquisitions. The managing director points out that there clearly is a problem and that perhaps one should pay particular attention to what competitors are doing and how the firm is responding from a marketing viewpoint.

Questions :

a) Given the limited information in this case, what do you think could be the real problem or problems in this example?

b) Depending on the real nature of the problem identified, how might marketing research help in this case?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.