

VPM's
DR VN BRIMS, Thane
Programme: PGDM (2019-21)
PGDM Trimester II Examination January 2020

Subject	Marketing Research		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	3	Date	03.01.2020

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.

Q1) 20 Marks (Compulsory)

Royal Enfield is planning to make lighter & slimmer bikes, offering lower and more comfortable seating positions, to draw youngsters and women to a brand that has so far been associated with men. Moreover, these will likely be the most affordable bikes as well from the company. These bikes will weigh significantly less than the Bullet and be seated lower.

“While we cannot comment about future product line-ups, we can confirm that at Royal Enfield, we assign huge focus on keeping our motorcycles accessible and approachable to all, in an endeavour to bring more people to experience pure leisure motorcycling,” a spokesperson from company told in an interview.

Royal Enfield was losing a significant chunk of upgraders to competition as rivals launched several sports bikes. Thus, new launch of lighter & slimmer bikes is an attempt to gain back the market share. Furthermore, Royal Enfield has undertaken a series of accessibility measures that include product enhancements, geographic expansions, and establishment of small-format retail stores.

To be sure about this new product launch, the total number of driving licences issued in India is 161.1 million, of which about a tenth is issued to women drivers. Women buyers account for about 7-8% of the existing Royal Enfield volumes. Although the numbers are still small, more women are buying bikes such as the Himalayan or Thunderbird X.

The new platform for women motorbike enthusiasts would open a vast opportunity for the company, which has seen untapped potential in Goa, Chandigarh, Maharashtra, Kerala and Karnataka. Goa has the highest proportion of women drivers, with 23% of the total number of licences issued to women. For Chandigarh and Maharashtra, the comparable figures are 18.47% and 18.28%, according to the Road Transport Year book of 2016. In the second quarter of Financial Year 2019-20, sales volumes from Maharashtra, Kerala and Karnataka accounted for a quarter of the total at Royal Enfield.

Q. With the objective of developing better understanding about the opinions & expectations of the target audience, especially young females, regarding their upcoming lighter & slimmer bikes, Royal Enfield wants to conduct marketing research.

You as a marketing consultant to the Royal Enfield are required to assess various types of Qualitative as well as Quantitative methods, and develop a detailed plan to effectively execute the same for the marketing research objective mentioned above.

Attempt Any FOUR from the Remaining SIX Questions

Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) ‘Red Moments’ a personalized gifting store wants to understand their customers’ perception about specific retail store, using qualitative research. You as a marketing research consultant are required to recommend, how ‘Red Moments’ can use Projective Techniques for the same, with relevant examples.
- b) Mrs. Sharma, owner of a start-up company “Tasty Chocolates”, wants to invest in marketing research with the purpose of understanding customers’ needs & expectations. You as a representative of Marketing Research agency, needs to direct Mrs. Sharma, for effectively executing the process of ‘Defining the Problem’ stage of

Marketing research process.

- c) How should any company differentiate its 'Management Decision Problem' & 'Marketing Research Problem' while going through the marketing research process? Explain with suitable examples.

Q3) Any one from (a) or (b) ————— (10x1) = 10 Marks

- a) 'Realme' – a popular brand of smartphone & gadgets, is facing a dilemma of whether to launch 'Fitness tracking band' or 'Smart watch'. You as a marketing research consultant are required to prepare a detailed Marketing Research Process with the aim to understand – what will be preferred most by the youth in the budget segment: 'Fitness tracking band' or 'Smart watch'?
- b) LG wants to develop a detailed questionnaire to understand its existing customers' satisfaction level regarding product performance of its washing machines. You as a marketing research consultant are required to suggest various steps involved in Questionnaire Design Process.

Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Indian Railway's team wants to understand usability & user-friendliness of its 'IRCTC Mobile App' by conducting a "Focus Group Discussion", but the team is in a dilemma of whether to opt for 'Online Focus Group' or 'Traditional Focus Group'. You as a representative of marketing research agency are required to recommend, which type of Focus Group Discussion will be beneficial for them and Why?
- b) Determine the relevant examples & situations under which, any company should conduct Exploratory research and Conclusive research.
- c) Evaluate the usability of Measurement & Scaling for any company for research purpose and discuss various Scales of Measurement with suitable examples.

Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) OnePlus smartphone brand in India, has experienced a good sales growth for its 'OnePlus 7T' in metro cities, however, for another product 'OnePlus 7 Pro' sales is comparatively low. Evaluate the usability of 'Problem Identification Research' and 'Problem Solving Research' for OnePlus, for this situation?
- b) Ribbons and balloons – a popular chain of cake stores, wants to study customers' reviews & feedbacks for its cake stores in Thane district. You as a marketing research consultant are required to prepare a proposal suggesting various quantitative research procedures for the same.
- c) Assess the situations under which any company should use 'Open Ended Questions' and 'Closed Ended Questions'. Support your answer with relevant examples.

Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Lakme India wants to conduct a survey for its Skin Care product "9to5 Naturale Aloe Aqua Gel" using 'closed ended questions'. You as a marketing research consultant are required to suggest various types of closed ended questions, with its usage in conducting this survey.
- b) "Value depends on how customers perceive it" do you agree? Support your view with suitable examples.
- c) How any marketer can utilize Correlation & Regression for marketing decisions? Explain with suitable examples

Q7) Any one from (a) or (b) ————— (10x1) = 10 Marks

- a) D-Mart wants to conduct a survey to understand customers' feedback & expectations with respect to "Customers' Shopping Experience", "Variety of Products available" and "Prices Offered". You are required to prepare a detailed questionnaire for the same.
- b) 'Aquaguard' water purifiers want to conduct customer survey for its existing user base of over 5 million customers, to understand their satisfaction level for company's after sales support. You as a marketing research consultant are required to suggest various sampling methods, for the same.