

VPM's
DR VN BRIMS, Thane
Programme: PGDM (2014-16)
Fourth Trimester (Mktg.) Examination September 2015

Subject	Marketing Research		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	2	Date	30.09.2015

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

Q1) 20 Marks (Compulsory)

Calyx and Corolla(C&C) is a direct floral retailer started by a visionary entrepreneur, Ruth Owades. Customers can order fresh flowers and bouquets from a four-color catalog by phoning or by placing order on the website, which also shows floral bouquets, plants, pre-served designs, and corporate gifts. The fresh flower order goes immediately to one of 25 growers in the C&C network, who picks and packages the flowers and ships them via FedEx. The flowers arrive fresher and last about 10 days longer than flowers ordered from store-based retailers. Owades credits her success to a sophisticated information system built upon quality market research reports.

Discuss importance of quality market research reports for C&C and also identify probable content of these reports.

Attempt Any FOUR from the Remaining SIX Questions

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

- a) A company wants to study effect of advertising on sales of a product, suggest suitable research design for the study.
- b) A company wants to launch a new product, write two research objectives for this study.
- c) Describe various types of research designs.

Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Discuss the issues relevant to observation as a method for collection data.
- b) Design a questionnaire for customer satisfaction survey for ice-cream company.
- c) Explain focus group research.

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

- a) Write a note on Retail research report.
- b) Describe the various issues to be considered while designing a questionnaire.
- c) Explain different steps involved in research process.

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

- a) Suppose you owned a designer apparel brand, for expansion of your business what kind of research you will undertake.
- b) Describe different sampling techniques.
- c) What are challenges faced by researchers in field study.

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

- a) Discuss the advantages and limitations of primary and secondary data.
- b) Design a questionnaire for knowing customer preferences when they buy cars.
- c) Which statistical tool you will use –
 - I) To measure the degree of association between two sets of quantitative data.
 - II) Product attributes testing

Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Describe the various sources of secondary data. Provide guidelines for collecting data through secondary data through secondary sources in five points.
- b) Write a note on different rating scales.
- c) Write a note on reliability and validity of questionnaire.