

VPM's
DR VN BRIMS, Thane
Programme:PGDM (2018-20)
PGDM Trimester II Examination December 2018

Subject	Marketing Research		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	2	Date	27.12.2018

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

Q1)20 Marks (Compulsory)

NESTLÉ India, a subsidiary of NESTLÉ S.A. of Switzerland, is a vibrant Company that provides consumers in India with products of global standards, in the categories, such as, 'Beverages', 'Breakfast Cereals', 'Chocolates & Confectionery', 'Milk products & Nutrition' and 'Prepared Dishes & Cooking Aids'.

As per the report published in The Economic Times, Tea industry in India has recorded highest ever production of 1325.05 million kgs in financial year 2017-18, a 6% increase as compared to 2016-17. In India, there is a collective love for "Chai" (Tea) and therefore it is much more than just a beverage. Chai is considered as a source of refreshment, energy and comfort which is consumed at multiple intervals during the whole day. Taking this love to a new level, Nestlé India has introduced EVERYDAY Chai Life- a retreat for all tea lovers. Nestlé EVERYDAY Chai Life is an instant Chai, which comes in three flavors- Desi Masala, Saffron & Cardamom, Ginger & Lemongrass.

With consumers looking for hot options to beat the winter chill, Nestlé EVERYDAY Chai Life makes that perfect cup of tea that'll transfer them into a premium, immersive experience. To relish this perfect instant Chai, consumers just need to add hot water to the premix and reconnect with what truly matters in life. This instant chai will be available in convenient 'sachet' and easy to carry 'sachet in a cup' formats, which will be priced at Rs. 20/- and Rs. 30/- respectively.

Q."EVERYDAY Chai Life" being a new product, Nestlé India wants to conduct a market research, with an objective of understanding customers' opinions and feedback about their satisfaction level with respect to 'Product attributes', 'Price' and 'Packaging'.

You as a marketing consultant are required to prepare:

- i) A detailed Marketing Research Process for the objective mentioned above.
- ii) A questionnaire for evaluating customers' satisfaction level for "EVERYDAY Chai Life" with respect to 'Product attributes', 'Price' and 'Packaging'.

Attempt Any FOUR from the Remaining SIX Questions

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

- a) A well-known laptop brand in India, has received a very good response in terms of sales for its newly launched touchscreen laptops in Mumbai & Pune, however, in another markets, Bangalore & Delhi, response for the same product is very low. How 'Problem Identification Research' and 'Problem Solving Research' can be useful for this laptop brand?
- b) A nationalized bank wants to understand usability & user-friendliness of its 'Mobile Banking' service by conducting a qualitative research. From 'Focus Group Discussion' and 'Depth Interviews' which method will be more suitable and why?
- c) In which situations, a company should conduct Exploratory research? Explain with suitable examples.

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

- a) Sony wants to conduct customer survey for its 10 lakh+ Sony Bravia users in India, to understand the customer satisfaction level for its after sales support. You as a marketing research consultant are required to suggest various sampling methods, for the same.
- b) Explain with suitable examples, various steps involved in Questionnaire Design Process.

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

- a) Mr. Chopra is the owner of two years old chain of quick service restaurants 'Quick-Bite'. He now wants to invest in marketing research to gain insights for further expansion of his business. You as a research consultant are required to guide him on the importance and process of 'Defining the Problem'.
- b) How a company can differentiate its Management Decision Problem & Marketing Research Problem? Explain with suitable examples.
- c) How Correlation is useful for marketing decisions? Explain with suitable examples

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

- a) How organized retailers like Big Bazaar & D Mart can use Projective Techniques to understand their customers' perception about specific retail store? Explain with suitable examples.
- b) Explain in brief the practical implications of Regression analysis in marketing research, with relevant examples.
- c) For which situations Conclusive research can be useful? Support your answer with suitable examples

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

- a) Fastrack brand wants to study customers' review & feedback for its new fitness band Reflex 2.0. You as a marketing research consultant are required to suggest various quantitative research procedures for the same.
- b) Explain the concepts of 'Latent Variables' and 'observed variables' in Structural Equation Modeling with relevant examples.
- c) Discuss with suitable examples, various types of closed ended questions, with its usage in conducting marketing research

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

- a) ITC is planning to launch the 'Milkshake' products in India, but before that it wants to conduct a Qualitative research to understand the market needs. You as a marketing research consultant are required to suggest suitable Qualitative Research procedures to the ITC team.
- b) What is the use of Measurement & Scaling for a researcher? Discuss various Scales of Measurement with suitable examples.