

Name:  
Enrolment No:



**UNIVERSITY OF PETROLEUM & ENERGY STUDIES**  
**End Semester Examination (Online) – July, 2020**

**Program: BBA (E-Business)**  
**Subject/Course: Market Research**  
**Course Code: MKTG 2013**

**Semester : IV**  
**Max. Marks: 100**  
**Duration : 3 Hours**

**IMPORTANT INSTRUCTIONS**

1. The student must write his/her name and enrolment no. in the space designated above.
2. The questions have to be answered in this MS Word document.
3. After attempting the questions in this document, the student has to upload this MS Word document on Blackboard.

	<b>Attempt any <u>FIVE</u> questions.</b>	<b>Marks</b>	<b>COs</b>
<b>Q1</b>	<p>Explain the following statements:</p> <p>(a) The richness &amp; quality of data collected using focus group discussion depend on the special skills and techniques on the part of the moderator.</p> <p>(b) Inadequate problem definition is a leading cause of failure of marketing research project.</p>	<b>20</b>	<b>CO1</b>
<b>Q2</b>	<p>The highly successful ‘ God’s Own Country’ campaign by Kerala Tourism and Mr. Amitabh Bachchan’s series of advertisements on Gujarat titled ‘Come, breathe in a bit of Gujarat’ have created tremendous visibility for the states. The state governments, however, feel that besides tourism, these campaigns have had an indirect impact on other aspects of development in the respective states. For example, in terms of real estate prices and other avenues as well. The central government would like to assess the direct and indirect impact of these campaigns on various developmental metrics. If you were to conduct a research for the government:</p> <p>(a) How would you formulate your management research questions?</p> <p>(b) How would you carry out a problem audit? Explain in detail the steps</p>	<b>20</b>	<b>CO2</b>

	would you carry out for this. (c) State your research objectives and research hypotheses.		
<b>Q3</b>	<p>The regional manager of ABC private bank is concerned with the attitudes of customers have towards various aspects the bank, and whether they would recommend the bank to their friends. He has authorized the undertaking of a marketing research study to gather this information and has directed that it cover the following information – customers’ evaluation of the feature/services provided, usage of internet banking and mobile apps, their satisfaction level with services, mobile apps and employees’ responses, and ways to improve services. Design a questionnaire using different types of questions (open ended, close-ended, multiple choice, rating scale, etc.).</p> <p>Would you design change if this were a schedule? How?</p>	<b>20</b>	<b>CO3</b>
<b>Q4</b>	<p>Indicate the type of measurement scale you would use for each of the following characteristics. Why did you choose the particular scale? Develop the appropriate question for each characteristics and the scale chosen:</p> <ul style="list-style-type: none"> <li>(a) OTT platforms subscription</li> <li>(b) Monthly Household Income</li> <li>(c) Customer satisfaction with Amazon</li> <li>(d) Extent to follow social distancing norms</li> <li>(e) Ranking of preferences of colours used in the website</li> </ul>	<b>20</b>	<b>CO3</b>
<b>Q5</b>	<p>After completing the course of Fashion designing, Kamal wanted to do something different for the consumers of Readymade Apparel Industry. An idea struck him that he should design garments for people who are very bulky but want a lean look after wearing readymade garments. The first thing that came to his mind was to have an estimate of people who wore large sized shirts (42 size &amp; above) and large sized trousers (38 size &amp; above).</p> <p>A meeting was called of experts from the garment industry and a number of fashion designers to discuss on how he should proceed. A common concern for many of them was to know the size of such a market. Another issue that</p>	<b>20</b>	<b>CO4</b>

	<p>bothering them was how to approach the respondents. It was believed that asking people about the size of their shirts or trousers may put them off and there may not be any worthwhile response. A suggestion that came up was that they should employ some observers at entrances of various malls and their job would be to look at people who walked into the malls and see whether the concerned person was wearing a big sized shirt or trouser. This would be a better way of approaching the respondents. This procedure would help them to estimate in a very simple way the proportion of people who wore big-sized garments.</p> <p><b>Questions:</b></p> <ul style="list-style-type: none"> <li>(a) Explain the sampling design that is being used in the study.</li> <li>(b) What are the limitations of the design so chosen?</li> <li>(c) Suggest a better design for the problem.</li> <li>(d) What method of data collection is being employed? Is it appropriate to use in this case.</li> <li>(e) What should be the sample size for the study and why?</li> </ul>		
<p><b>Q6</b></p>	<p><b>Read the given case carefully and answer the questions given at the end:</b></p> <p style="text-align: center;"><b><u>Case: The Central Library</u></b></p> <p>In a metropolitan city, the municipal corporation is seriously considering to boost up the ‘library movement’ in the city. It is already having a Central Library with four branches in different locations of the city. It feels that the existing libraries are not fully utilized. Most of the people who visit the libraries spend their time in reading newspapers and magazines for which a separate room is allocated within the libraries. The Chief Librarian along with the four branch librarians recently discussed several issues relating to their libraries. They almost unanimously decided to know precisely who are the users of the library, what are their educational background, social status, job etc. for this purpose, they want to sponsor a research study. A marketing research agency has been approached, which in fact, suggested that an exploratory study is called for in this regard.</p> <p>The agency felt that the scope of research should be widened. It would like the study to be conducted into three phases. According to it, Phase I will be an</p>	<p><b>20</b></p>	<p><b>CO4</b></p>

exploratory research but instead of confining to users of library, non-users should also be covered, for this purpose. It suggested that two focus group discussions – one for users and another for non-users be used. Each such group should have 8 to 10 persons. The users group should have persons from different branches as well as from the Central Library. As regards non-users, it would be desirable to ensure that their group is broadly comparable with the user-group.

The exploratory phase of study should be followed by Phase II which would be confined to employees working in libraries. The Agency felt that as the library staff is directly in touch with the users, they understand better the interests and problems, if any, of the users. They should also be encouraged to offer suggestions based on their experience in dealing with the public.

The Agency recommended Phase III of the study exclusively for the general public. The respondents can be spilt into two categories, viz. those having Smartphones and those who have no Smartphones. The questions will be on their attitudes towards libraries, how important and useful a library can be in improving their knowledge as well as the feeling that the time spent in reading books borrowed from libraries is well-spent. In addition, they will be asked to indicate the subjects in which they are interested and the timings that suit them most.

**Questions:**

- (a) Evaluate each phase of the research proposal indicating how far it is feasible and appropriate.
- (b) Does it possible to improve the research design comprise all the three phases as given above? If so, what improvements would you recommend.
- (c) Design a list of questions for all three phases of research proposal.

## ANSWERS