UPES
End Semester Examination, May 2024

Course: Marketing Research   Semester: VI
Program: INT BBA - MBA (MKTG)   Time   : 03 hrs.
Course Code: MKTG3020   Max. Marks: 100

Instructions:

	SECTION A 10Qx2M=20Marks		
S. No.		**Marks**	**CO**
Q 1	Statement of question		**CO1**
a)	Which of the following is NOT a primary function of marketing research? a) Identifying customer needs and preferences. b) Evaluating the effectiveness of marketing campaigns. c) Forecasting future market trends. d) Providing legal advice for marketing activities.	**2**	
b)	Marketing Information Systems (MIS) differ from marketing research because MIS: a) Focuses on ongoing data collection and analysis. b) Is only used for solving specific marketing problems. c) Relies solely on secondary data sources. d) Provides recommendations for marketing strategies.	**2**	
c)	A well-defined marketing research problem should be: a) Broad and encompassing. b) Specific and actionable. c) Focused on competitor analysis. d) Limited to internal data sources.	**2**	
d)	Which of the following is NOT a reason for defining research objectives? a) To guide data collection efforts. b) To ensure research aligns with marketing goals. c) To provide a framework for data analysis. d) To generate creative marketing slogans.	**2**	
e)	Compared to primary data, secondary data collection is generally: a) More expensive and time-consuming. b) Less relevant and accurate. c) Faster and more cost-effective. d) Focused on qualitative research methods	**2**	
f)	A non-probability sampling method where researchers select participants based on readily available characteristics is:	**2**	

	a) Convenience sampling. b) Quota sampling. c) Stratified sampling. d) Simple random sampling.		
g)	A well-structured research report should include all of the following EXCEPT: a) Executive summary highlighting key findings. b) Detailed description of the research methodology. c) Recommendations for marketing actions based on findings. d) A list of the researchers' personal opinions on the topic.	**2**	
h)	A sampling method where researchers select a starting point and then choose every nth participant from a list is: a) Convenience sampling. b) Quota sampling. c) Systematic sampling. (d) Stratified sampling.	**2**	
i)	What is a characteristic of a data point that might be considered an outlier? a) It falls within one standard deviation of the mean. b) It significantly deviates from the majority of the data points. c) It represents the median value of the data set. d) It is the most frequently occurring value in the data.	**2**	
j)	Which of the following accurately describes the Delphi method in marketing research? A) It relies solely on quantitative data analysis. B) It involves face-to-face interviews with respondents. C) It utilizes iterative rounds of anonymous feedback from experts. D) It focuses on gathering data through observational studies.	**2**	
SECTION B 4Qx5M= 20 Marks			
Q 2)	Statement of question		**CO2**
a)	Discuss the different types of marketing research (exploratory, descriptive, causal) and explain how each type can be used to benefit a marketing campaign.	**5**	
b)	The process of defining a research problem is crucial for successful marketing research. Explain the importance of a well-defined research problem and outline the steps involved in developing clear research objectives and identifying information needs for a marketing research project.	**5**	
c)	Compare and contrast the advantages and disadvantages of primary and secondary data collection methods in marketing research. When would you choose one method over the other? Provide examples to illustrate your points.	**5**	
d)	Effective communication of research findings is essential for marketing decision-making. Describe the key components of a well-structured marketing research report and explain how to deliver a clear and concise	**5**	

	presentation of your research findings to both technical and non-technical audiences.		
**SECTION-C** **3Qx10M=30 Marks**		
Q 3)	Statement of question		**CO3**
	A multinational fashion retailer is exploring the possibility of introducing a new line of sustainable clothing options to cater to environmentally conscious consumers. The company aims to capitalize on the growing demand for eco-friendly fashion and position itself as a leader in sustainable apparel. To inform their decision-making process, the marketing team plans to conduct extensive market research. In their research, they aim to understand consumer attitudes towards sustainable fashion, assess market demand for eco-friendly clothing, and identify potential competitors in the sustainable apparel market. They plan to gather both secondary and primary data, utilizing sources such as market reports, consumer surveys, focus groups, and interviews with target consumers. A) How might the fashion retailer leverage secondary data sources to gain insights into consumer perceptions and market trends related to sustainable clothing options? Provide examples of potential secondary data sources that could inform the company's market research efforts. B) Describe primary data collection techniques that the marketing team could employ to gather firsthand insights from target consumers regarding their attitudes, preferences, and purchase behavior towards sustainable fashion. Discuss the advantages and limitations of each primary data collection method in the context of the fashion retailer's market research objectives. OR In what ways can a multinational fashion retailer strategically integrate findings from both secondary and primary data sources to inform its decision-making process regarding the introduction of a new line of sustainable clothing options? C) Explain the importance of sampling methods in ensuring the representativeness and validity of the data collected for the fashion retailer's market research on sustainable clothing options. How can the company implement sampling techniques to effectively reach and engage diverse consumer segments in its research efforts?	**10** **10** **10**	
**SECTION-D** **2Qx15M= 30 Marks**		
Q 4)	Statement of question		**CO4**
	Case: The Green Ride Dilemma - EcoWheels		

	EcoWheels is a ride-sharing service on a mission to revolutionize transportation with a focus on sustainability. They differentiate themselves by offering a fleet of electric vehicles and promoting eco-friendly practices throughout their operations. Initially, EcoWheels attracted a loyal following of environmentally conscious riders seeking an alternative to traditional ride-sharing companies. However, their growth has stagnated. Established ride-sharing giants, with wider coverage and potentially lower prices, continue to dominate the market. **Challenges**: **Limited Brand Awareness**: EcoWheels struggles to compete with the brand recognition of established ride-sharing companies. **Price Sensitivity**: EcoWheels might have slightly higher fares due to the use of electric vehicles, potentially deterring cost-conscious riders. **Uncertain Value Proposition**: While EcoWheels caters to environmentally conscious riders, the strength of this association and its impact on rider decisions remains unclear. **Understanding Rider Preferences:** EcoWheels needs a deeper understanding of rider priorities when choosing a ride-sharing service. Factors like price, convenience, travel time, and environmental impact all play a role, but their relative importance is unknown. a) As a marketing research consultant, how will you design a research plan to gather data on rider preferences, travel habits, and environmental concerns? b) How can EcoWheels leverage a combination of quantitative and qualitative research methods to gain a deeper understanding of rider preferences? OR Which data analysis technique(s) do you find suitable in this case to gain deeper understanding of this case? Justify your answer by explaining the technique(s).	**(15)** **(15)**	