

First semester 2022-2023

Mid-term examination

MPBA G529

Marketing Research & Metrics

Date: - 1/11/2022

Time: 90 Min.; M. Marks:25

Q1. A market research problem for Akshay departmental store has been formulated to determine its relative strengths and weaknesses vis-à-vis other competitors with respect to the factors that influence store patronage. As a market researcher

- a) Define problem in terms of at least four research questions
- b) Formulate complete research design of the study

[4]

Q2. Discuss what non-sampling errors might occur in the following instances

- a) As manager of one of the restaurants in a major metropolitan airport you would like to know what sort of image the restaurant has among those who have some likelihood of eating at the airport. The population is defined as people over 18 years getting off planes in the week May 9 to May 16.
- b) As a resort developer you attempt to interview people during the day and the study yields some refusals and a lot of "not at homes".
- c) As a producer of heavy equipment you make changes in the compensation scheme of your sales force and the following year the sales double. You infer that the new compensation scheme caused the sales increase.

[2,2,2]

Q3. Convert the following marketing problems into marketing research problems and related hypotheses.

- a. How to Reallocate advertising budget among media?
- b. How to increase sale of a product?
- c. Should a new product be launched?

[2,2,2]

Q4. Describe and elaborate upon any two 'indirect and unstructured' market research tools.

[4]

Q5. In the role of a brand manager for Sprite, the third largest soft drink, you are concerned about improving performance of the brand. Identify possible symptoms that indicate to you that the performance of the Sprite is below expectations. Now assume the role a marketing researcher who is conducting market research for Sprite to help improve the performance of the brand. Identify possible underlying causes that might be contributing to the lack of performance.

[5]