

## **Birla Institute of Technology and Science, Pilani**

**First Semester 2023-24**

**Midterm Examination (Open Book)**

**Course no.-MPBA G529**

**Course Title-Marketing Research & Metrics**

**Date :- 9/10/2023**

**M.Marks:25**

**Time: 90 Min.**

**Note:**

Q1. Design a marketing research project to determine effectiveness of celebrity endorsement for a luxury soap brand. [7]

Q2. iPhone 14 smartphone is available in three internal storage configurations viz. 128, 256, and 512 GB at three different price points on e-commerce websites. While blocking out the effects of previous ownership of an Apple smartphone, potential buyer being based out of a tier 1 or tier 2 city and preference to pay by COD (cash on delivery) or credit card, design an appropriate statistical design for experiments to find out the interactive effect of storage configuration and price on buyer preference. [12]

Q3. Design a questionnaire using both comparative and non-comparative rating scales (at least three types each) for measuring attitude towards owning an EV (electric vehicle) [6]