

Program: PGDM Marketing and MMS Marketing, IV Semester (Batch 2016-18) Semester Exam paper, Subject: Marketing Research

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Program: PGDM / MMS (Marketing) IV Semester (Batch 2016-18)

Subject: Marketing Research
(End Trim Examination)

Maximum Marks: 50

Duration: 3 hours

Date: 16th Sept 2017

Notes:

- 1. Each question carries 10 Marks.**
- 2. Support your answers with suitable theory.**
- 3. Start every question on a fresh page. Please ensure proper numbering of questions.**

Que1) You have recently won the research contract to evaluate customer satisfaction for Pret A Manger, the worldwide chain of food retail outlets, specializing in delicious sandwiches, soups, and coffee. Your key account manager wants to increase customer satisfaction further using the knowledge gained from a study and identify potential new food offerings. Suggest a suitable research design for and rationale for using the same:

- a) Collecting information about the levels of customer satisfaction
- b) Deciding what new food offerings customers might like to see.

Que. 2 i) Differentiate between:

- a) Qualitative and Quantitative Research
- b) Nominal and Interval data

Or

Que.2 ii) List down applications of the below mentioned statistical analysis tool:

- a) Cluster Analysis
- b) Mutidimensional Scaling

Que.3) A national cosmetics company wants to know what kind of women would be interested in their range of products. The purpose is to determine what does personal grooming mean to most women. Ten statements are made in order to assess the lifestyles and attitudes of urban women. The statements were designed on a likert scale and require the person to indicate her level of agreement/disagreement with these (1-strongly agree, 5 – strongly disagree).

- a) Segment the market and interpret the data.
- b) What are the implications for decision makers in this case.

(Data Set Attached)

Que 4) Sagar Ahuja realized that for launching the new moondrops bubblegumhe needed to decide on the unique positioning of the brand. Tghus, the market analysis and the qualitative analysis should be supported by a brand perception study of the consumer's bubble gum choices. Thus a dipstick survey was carried out among 200 children and teenagers to assess the similarity/dissimilarity among the 11 brands of

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bubble gums namely boomer (BMR), Big Babool (BBL), Centerfresh (CF), Orbit (ORB), Dubble Bubble (DB), Happy dent (HD), Centershock (CNS), Chiclets (CHK), Wrigley's Fruity Juice (W JF), Wrigley's Spearmint (WSP) and Wrigley's Double Mint (WDM). (1- Most Similar and 10 – most dissimilar). The data from 200 respondents were collated to arrive at the given input data matrix.

- a) Design a perceptual map of the above data
- b) Evaluate the strength of the solution
- c) Interpret the two dimensional solution
- d) What advice would you give to Ahuja?

(Data set attached)

Que 5) a) Given the following information, calculate the discriminant score for each of the respondent. The value of the constant is 2.04.

Unstandardized Discriminant Function Coefficients

Age	0.38
Income	0.44
Risk Taking	-0.39
Optimistic	1.26

Resp ID	Age	Income	Risk Taking	Optimistic
0246	36	43.7	21	65
1337	44	28	28	56
2375	57	33.5	25	40
2454	63	38.7	16	36

b) In a pretest, data were obtained from 20 respondents on preferences for sneakers on a 7-point scale, 1 = Not preferred, 7 = greatly preferred (V1). The respondents also provided their evaluations of the sneakers on comfort (V2), style (V3), and durability (V4), also on 7 point scales, 1- poor and 7 – excellent. The resulting data are given in the following table.

(Data Set attached)