

K.J. Somaiya Institute of Management Studies & Research

PGDM / MMS – V TRIM

Market Research (Elective) - Lab

Date : 06/01/2017

Marks : 50

Time : 3 Hours

Answer any two theory questions out of four (20 Marks)

Q1 a. What is the role of Marketing Research in MIS and DSS? Can you briefly explain the entire marketing research process?

Q1 b. Define market research and classification of Marketing Research?

OR

Q2 a Please explain the process of defining the problem and developing a research approach? Please explain diagrammatically the concept map for approach to the research problem.

Q 2b Define Research Design in your own words.

Q 3a Describe the process of report preparation and write the report for Project Foot falls. The report should finally indicate the top three parameters that you consider as most important for choosing the brand of store for shopping. (REFER DATA SHEET)

Q 3b. What kind of information is needed to describe Line chart, Pie chart and histograms. Create a data set and depict each of the charts with an example.

OR

Q 4a. What characteristics distinguish SEM from other multivariate techniques?

Q 4b. What is the role of theory of SEM ?

Note : Following two quantitative questions are for 15 marks each.

Q 5. The below table contains different data points of 30 respondents:

1. Gender 1-Male, 2-Female
2. Familiarity with Internet: 7 –Very familiar and 1-Not at all familiar
3.Attitude towards technology and internet : 7- Very favourable and 1- Not at all favourable
4. Usage of internet for shopping and banking : Yes:1, No:2

Res	Gen	Familiarity	Internet usage	Attitude towards Internet	Attitude towards technology	Doing internet shopping	Doing Internet banking
1	1	7	14	7	5	1	1
2	2	2	2	6	5	2	2
3	2	3	3	7	4	2	2
4	1	3	3	7	4	1	2
5	2	5	13	7	4	1	2
6	2	5	6	7	5	1	1
7	2	6	2	5	6	1	1
8	2	6	6	5	6	1	1
9	1	7	6	4	7	1	1
10	2	7	15	3	3	1	1
11	2	2	3	2	4	2	2
12	1	2	4	2	5	2	2
13	1	2	9	2	6	2	1
14	1	7	4	5	7	1	1
15	2	7	14	5	5	1	1
16	1	6	6	7	5	1	1
17	1	6	9	6	4	1	1
18	1	6	5	7	4	1	1
19	2	4	2	4	3	2	2
20	1	4	15	3	2	2	2
21	2	4	6	3	4	2	2
22	1	5	13	4	3	2	2
23	2	2	4	5	2	2	2
24	2	2	2	5	5	2	2
25	1	2	4	7	5	2	2
26	1	1	3	7	7	2	2
27	1	1	3	1	4	2	2
28	2	3	3	3	4	2	2
29	2	3	3	2	3	2	2
30	2	3	3	5	7	2	2

Cluster the respondents using cluster analysis based on identified variables using hierarchical clustering. Use Ward’s method and squared Euclidean distances. How many clusters do you recommend and why?

Q6. Please analyse using principle component analysis, using varimax rotation procedure on the important factors that are applicable while choosing shopping stores. Looking at the data extract top box, top two, mean scores, factor loadings for each of the statements in the factor and present the factor analysis summary.

Zara [Variety of Clothes]	Zara [Quality of Fabric]	Zara [Availability of Sizes]	Zara [Pricing]	Zara [Availability of Latest Styles]	Zara [Celebrity Endorsements]	Zara [Loyalty/Reward Points]	Zara [Past Experience]	Zara [Discounts]	Zara [Shopping Environment (Aesthetics, friendly Staff)]	Zara [After Sales Service]	Zara [Sufficient Trail Rooms]	Zara [Smooth Billing process]	Zara [Recommended by Friends/Family]
5	5	4	5	5	5	4	3	4	5	4	4	4	4
5	3	4	4	4	3	3	3	3	4	3	4	4	4
5	4	2	2	5	1	1	4	2	5	2	2	3	3
5	5	5	5	5	3	4	4	4	4	4	4	4	3
3	4	5	5	5	1	2	2	5	2	5	5	5	1
5	4	5	5	4	3	3	5	5	5	5	5	5	4
3	4	2	4	4	3	3	4	3	4	3	4	4	3
5	5	3	4	5	4	3	4	5	5	4	4	4	4
4	4	3	5	4	3	4	3	4	4	5	5	5	5
5	4	4	3	4	3	3	3	3	4	3	4	4	3
5	5	4	3	5	3	3	4	4	4	4	4	4	4
4	4	3	5	5	2	5	5	5	4	5	5	5	4
3	4	5	4	3	2	3	4	4	4	3	3	2	2
4	4	4	4	3	2	3	4	4	3	3	4	3	3
5	4	4	4	4	4	4	3	2	2	2	1	1	1
5	5	5	5	4	2	3	3	3	3	3	3	3	2
5	4	3	1	2	3	4	5	4	3	2	1	2	4
4	5	4	3	5	3	4	5	3	4	5	4	4	2
3	5	1	2	3	1	2	4	5	5	4	3	3	4
4	5	4	3	4	3	4	5	3	4	3	4	3	4
5	3	4	4	5	2	1	5	4	3	4	5	2	4
4	4	4	3	4	3	3	4	2	4	3	4	4	3
1	1	1	1	1	1	1	1	1	1	1	1	1	1
4	4	4	5	4	2	2	2	4	4	3	4	3	2
5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	5	4	3	5	2	3	4	3	4	4	5	5	4

5	5	5	5	5	5	5	5	5	5	5	5	5	5
3	4	1	3	5	3	4	3	2	1	5	4	1	3
5	5	4	5	3	1	5	5	5	5	4	2	4	4
1	2	2	1	2	2	1	2	2	1	2	2	1	2
4	5	5	3	5	1	4	5	5	5	4	2	3	4
3	5	5	3	4	3	3	4	3	3	3	3	3	3
3	4	4	1	2	3	1	1	1	3	2	3	3	4
4	2	3	4	3	1	2	4	3	3	3	3	3	2
1	1	1	1	1	1	1	1	1	1	1	1	1	1
5	5	4	2	4	1	1	4	3	4	4	4	4	4
3	4	3	3	4	2	3	4	2	3	3	4	4	3