

K.J. Somaiya Institute of Management Studies & Research

End Term Exam

Course: Market Research

PGDM- Communication (Batch 2018-2020)

Date of Exam: 25/03/2019

Duration: 3 Hours

Max. Marks: 50

- Note:**
- i. Part A is Theory & Part B is Practical
 - ii. Answer any **ONE** questions from Q. No. 1 and Q. No 2 from Part A
 - iii. Part B is Compulsory and carries 20 Marks

Part A (Theory)

1. a) Describe and elaborate the importance of outliers in consumer research. Enumerate the limitations of Statistics in consumer research (10 Marks)

- b) Explain Axiology, Epistemology & Ontology (10 Marks)

OR

2. HUL acquired GSK's health food drinks category- Boost, Viva and Maltova, where Maltova is sold in an online platform. The company wants to know the possibilities for selling Maltova in store aggressively in 2020. According to a report (ET), the beverage category contributes 8-9% of the Indian FMCG market. The market is growing at 20-23% and is expected become three times the current size by 2020. However, energy drink category is witnessing a stagnancy. Prepare a market research design and questionnaire to improve market share of Maltova for Pan-India. (20 Marks)

3. Write Short Notes (**Any ONE**) each carries 5 Marks (Compulsory)
 - a. Multicollinearity
 - b. Wilk's Lambda
 - c. Adjusted R²

Part B (Practical)

4. After a flurry of bombed launches in the past two years (in 2009-10) and some bitter lessons learnt, the Chennai-based Rs 94-crore Parrys Confectionery Ltd (PCL) of the Murugappa group, hopes it has got together the right ingredients to put it on the comeback trail after ten years. This time around PCL is sticking to the knitting and its turnaround strategy is clearly focused on its core, established brands -- Coffy Bite, Lacto King, Madras Cafe and Coconut Punch. In the coming six-nine months, the company has a lot planned for these core brands in terms of promos, relaunches, advertising and distribution. A well-known research agency has conducted the data in two different phases. You as an executive analyst identify the appropriate dataset and run the suitable statistical analysis and make feasible recommendations. (25 Marks)
(Refer the datasets)

***** End of paper*****