

K.J. Somaiya Institute of Management Studies & Research

End Term Exam

Course: Market Research

MMM (Batch 2017-2020)

Date of Exam: /04/2019

Duration: 3 Hours

Max. Marks: 50

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

Part A (Theory)

- What are different types of research? Differentiate between qualitative & quantitative research (10 Marks)
 - What is market research? Explain various steps involved in market research process (10 Marks)

OR

- You are working for JC Johnson (India) and receive your first assignment as a research executive to design branding exercise (traditional not digital) for 'Mr Muscle'. Mr Muscle intends to become a market leader by 2022, the segment which is led by HUL at present. The sector is expected to grow by 17% in the next eight years. Propose a market research plan for 3 years. (20 Marks)
- Write Short Notes (**Any ONE**) each carries 5 Marks (Compulsory)
 - Variables
 - P-value
 - Adjusted R²

Part B (Practical)

- 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. A well-known research agency has conducted the data in two different phases. You as an executive analyst run the suitable statistical analysis and make feasible recommendations. (25 Marks)
(Refer the dataset)

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