

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH
Vidyavihar, Mumbai- 400077

Program: PGPIB –1st year Tri- III (Batch 2017-19)
Subject: International Marketing Research
(End Term Examination)

Maximum Marks: 50
Duration: 3 Hours

Date: 28/03/2018

Instructions

1. **All questions are compulsory**
2. Please write answers in points
3. State relevant examples wherever applicable

QUESTION 1 Case :
Marks)

(20

Makhana’s moment: How a heartland winter favourite was reinvented as the millennial snack of choice

It’s everywhere, in natty jars and vacuum-sealed reusable bags. At parties and during tea-breaks, at work or on university campuses. Like savoury? Choose from wasabi, peri peri, mint, cheese and tomato, smoky barbecue or chaat masala-spiked, all punchy and binge-worthy. To feed a sweet tooth, there’s caramel, gur or chocolate-coated, all selling for Rs100-130 for 100g at speciality food stores, airports, in corporate offices and cafés across the country. Select cinema chains are next on the cards, with popping machines to complete the experience. The humble makhana has come a long way. Its story is as stunning as it is little known.

In order to understand preference for Makhana, you were given dataset of a survey conducted among 300 target audience. Following are the details about the data:

- Respondents were asked to indicate their overall preference for Phool Makhana (1= Low Preference and 7=High Preference)
- They were asked to indicate the extent to which they agreed/disagreed on 9 statements (1= strongly disagree and 7 = Strongly Agree)
- Last variable = Two groups of people, people with high preference for Makhana and people with low preference for Makhana.

OUTPUTS FOR REFERENCE:

Rotated Component Matrix^a

	Component		
	1	2	3
good for weight management	.911		
healthy option to other snacks	.883		
high on nutrition	.870		
Guilt free snacking	.756		
Can be consumed with tea		.917	
available in variety of flavours		.893	
Light since it is not fried		.860	
Comes in reusable bags			.949
branded is better than loose			.943

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.796 ^a	.634	.631	1.193

a. Predictors: (Constant), REGR factor score 3 for analysis 1, REGR factor score 2 for analysis 1, REGR factor score 1 for analysis 1

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	4.020	.069		58.372	.000
	REGR factor score 1 for analysis 1	1.153	.069	.588	16.719	.000
	REGR factor score 2 for analysis 1	1.051	.069	.536	15.240	.000
	REGR factor score 3 for analysis 1	.091	.069	.046	1.321	.188

a. Dependent Variable: Overall Preference for Phool Makhana

Questions:

- i) Based on the secondary research that you were asked to conduct comment on the Healthy Snacking Category – Major players, various options available and acceptance of Branded Makhana
- ii) Why were you asked to conduct a Factor Analysis? Explain in detail your findings regarding the drivers of overall preference of Makhana
- iii) You were asked to speak to a few consumers and understand their attitude towards Makhana as a snack – what were your findings?
- iv) What is your overall inference about the Branded Makhana category? What recommendation would you like to make for Branded Makhana players to drive consumption of Makhana?

QUESTION 2
(Marks)

(10

With more and more consumers, especially the young, becoming health conscious; one of the world's largest QSR (quick service restaurants) chains is turning down the fat in its food across its outlets in western India. Driven by research that shows the young millennial fast food consumers to be healthy and adventurous eaters, McDonald's, the world's poster boy for 'fast food', which is often synonymous with food that caters to our palate but not health, has been working hard on its recipes and menu choices. **You were given a dataset that contained details about attitude towards Fast food and health.**

OUTPUT FOR REFERENCE – ANOVA TABLE

Attributes	Error		F	Sig.
	Mean Square	df		
Extent to which you find it difficult to make up your mind about which fast food option to choose from	.371	873	4.407	.012
I try to stay current on the latest health and nutrition information	.574	873	636.280	.000
I read nutritional labels on most products I buy	.727	873	536.050	.000
I am making more of an effort to find out about the nutritional content of the fast food I eat	.507	873	907.182	.000
I consider the amount of fat in the foods I eat at when I go out	.490	873	1117.196	.000
I consider the amount of fat in the foods my kids eat when choosing fast food	.714	873	592.802	.000
I have been making an effort to look for fast food choices that have better nutritional value than the foods I have chosen in the past	.538	873	873.533	.000

I am eating at fast food restaurants less often out of concern for the high fat content in the foods at fast food restaurants	.793	873	478.142	.000
---	------	-----	---------	------

Questions:

- i) You were asked to analyze whether different segments existed in the market. Which technique did you use and why? How many segments did you find viable? 2,3 or 4? Explain how did you decide on the optimum number of segments?
- ii) What was the profile of the segments? Which are the most important variables as per the output?
- iii) Is growing interest in Health a cause for concern for McDonald's? Explain basis the secondary research and the findings from your analysis.

QUESTION 3
(Marks)

(10

Explain **ANY TWO** with suitable examples

- A) What was the Cultural Context in the International market that your group studied and used to modify and adapt the Indian product you planned to launch?
- B) Role of research in studying extreme consumers – pros and cons
- C) When is Discriminant Analysis used and how does it help marketeers.

QUESTION 4
(10 Marks)

Raskin and Bobbins always launches a flavor of the month. It is looking at launching a new flavor for the month of May and has some ideas in mind. Below is a concept card left behind by a Market Research Agency. The Product team is a little unclear about what the card is about and how would the research be conducted. Enumerate the steps that would be conducted and design a Product test for Raskin and Bobbins.

Questions:

- i) Refer to the concept card on the next page and explain how would one conduct research basis the card?
- ii) Which multivariate technique would be used?
- iii) What is the concept of utility and how will it help Raskin and Bobbins?

CONCEPT CARD



Program: PGPIB-1st year Tri-III (Batch 2017-19), End Term Exam, Subject: International Marketing Research

******* End of Paper*******