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Vidyavihar, Mumbai- 400077

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

Maximum Marks: 50
Duration: 3 Hours

Date: 28/03/2018

Instructions

1. The Question Paper has two sections – SECTION A and SECTION B. Both Sections are compulsory.
2. Please write SECTION A and SECTION B in separate answer sheets.
3. SECTION A **-Question 1 is compulsory. Attempt any 2 from Q2-Q4**

SECTION A:

QUESTION 1 COMPULSORY:
(15 Marks)

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?

ATTEMPT ANY TWO FROM Q2-Q4

QUESTION 2

(10

Marks)

- A) Steps involved in Questionnaire Design
- B) Difference between Factor Analysis and Cluster Analysis

QUESTION 3

(10 Marks)

Describe Endogenous & Exogenous variables in a structural model with the help of the diagram. Enumerate any five indices for goodness-of-fit to validate the model.

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

Ice Cream Conjoint
sample card

black raspberry
chocolate
strawberry
vanilla

cone
cup

\$1.50
\$2.00
\$2.50
\$3.00

100%
Fresh

Low
Fat

SECTION B

(15 MARKS)

QUESTION 5 (10 Marks)

Using the data set table 5.1 below create a regression model/or build a regression equation. Then predict the price of 3-bedroom house using the equation.

House price	Size	No of bedrooms
\$229500	1850 Sq feet	4
\$273300	2190 Sq feet	5
\$247000	2100 Sq feet	4
\$195100	1930 Sq feet	3
\$261000	2300 Sq feet	4
\$179700	1710 Sq feet	2
\$168500	1550 Sq feet	2
\$234400	1920 Sq feet	4
\$168800	1840 Sq feet	2
\$180400	1720 Sq feet	2
\$156200	1660 Sq feet	2
\$288350	2405 Sq feet	5
\$186750	1525 Sq feet	3
\$202100	2030 Sq feet	2
\$256800	2240 Sq feet	4

QUESTION 6 (5 Marks)

Given are a few popular qualitative research tools and techniques. Please elaborate each one of them using illustrations or business situations when they are considered as appropriate. Please choose any five out of the nine choices provided across tools and techniques.

Tools: Focus Group Discussion , Online Focus group discussions, In-depth interviews, DIADS, Ethnography research.

Techniques: Projective techniques, Association techniques, Completion techniques, Construction techniques.

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

