

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA SEMESTER 3 – EXAMINATION – WINTER 2018

Subject Code: 3539214**Date: 12/12/2018****Subject Name: Marketing Research (MR)****Time: 10:30 AM To 01:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q: 1 (a) Answer the following questions. 14

- A. Problem identification research
- B. Disguised observation
- C. Double barreled question
- D. Form and Layout
- E. Precision level
- F. Probing
- G. Correlation

Q: 2 (a) Explain Marketing research process with proper examples. 7

- (b) XYZ limited is one of the leading FMCG company. You are appointed as a marketing manager in the company. Company CEO wants to add new products into their existing food segments. As a marketing manager, design appropriate research proposal which can be presented to company investors. 7

OR

- (b) The Times of India wants to launch new fashion magazines. For this they want to identify the views of readers on various aspects. Design the questionnaire for the same. 7

Q: 3 (a) Explain various projective techniques with proper examples. 7

- (b) What is focus group? Explain requirements and different types of focus group. 7

OR

- (a) Mention the criteria for effective oral presentation. 7

- (b) International marketing research requires more knowledge and planning compare to domestic marketing research - Discuss 7

- Q: 4 (a) A survey on fast food eating pattern of 5000 undergraduate students has been done. Due to large amount of data, data quality become an important issue. Explain the data preparation process adopted by you. 7
- (b) Explain general qualifications of field workers. 7

OR

- Q: 4 (a) What is cross tabulation? Explain two variables and three variables cross tabulation with proper example. 7
- (b) What is survey? Explain various methods of surveys with proper examples. 7

Q: 5 The Brentford Square Shopping Centre is located in the eastern suburbs of Melbourne, on Canterbury Road, Forest Hill, and comprises a large supermarket, branches of two major banks, chain liquor and food outlets and over thirty specialty shops. There has been trading at Brentford Square since the late 1950s and in 1963 the Brentford Square Traders Association was established. Over the last decade the traders have been experiencing a slow decline in trade and number of customers. A primary reason for this is believed to be the expansion and promotion of nearby regional shopping centres, such as Forest Hill Chase, located a few kilometres to the west. Many 'strip' shopping areas have been adversely affected by activities of the large regional shopping centres. Apart from the physical benefits of building and location these shopping centres have also been aggressive marketers. To provide some counter to this, many community shopping centres have developed and implemented their own marketing and urban development programs. Some examples are Centre Road, (East Bentleigh), Maling Rd. (Canterbury) and Melton Township (Melton).

- (a) Develop market research strategy for Brentfor Square 7
- (b) Do secondary data solve the problem for them or they have to go for survey? - Comment 7

OR

- Q: 5 (a) Which type of data collection method can be applied here? 7
- (b) Develop the marketing plan for Brentfor Square for future. 7
