

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER III – EXAMINATION – WINTER 2019

Subject Code: 3539214

Date: 06/12/2019

Subject Name: Marketing Research

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. No. | Question Text and Description | Marks |
|---------------|--|------------------------|
| Q.1 | (a) In depth Interview (b) Secondary data (c) Correlation (d) chi square test (e) Conjoint Analysis (f) Cluster analysis (g) Focus Group Discussion | 14 |
| Q.2 | (a) What do you mean by marketing research? Also write down Scope of it. (b) MI company wants to launch new smart phone, how should MI price its new Smartphone? What will be the different steps for the Marketing Research? | 07 07 |
| OR | | |
| | (b) Prepare Questionnaire on customer satisfaction with various parameters of Hyundai Elite i20? | 07 |
| Q.3 | (a) Which are the Internal and External sources of secondary data for marketing research? (b) Briefly write primary market research methods? Describe which method is suitable for calculating India's population? | 07 07 |
| OR | | |
| Q.3 | (a) Explain the various types of research design? (b) Describe Data Preparation process with suitable example? | 07 07 |
| Q.4 | (a) Explain differences between cluster and discriminant analysis. (b) Coca –cola wants to go global market for that write down process of International marketing research? | 07 07 |

OR

Q.4 (a) Write a short note on Effective oral presentation? **07**

(b) Outline a structure and set of headings typically used as a basis for writing technical reports in health and social sciences. **07**

Q.5 CASE STUDY:

Sheetal Ice cream wants to set up various soft cones vending machines at various shopping malls and other shopping places. The Unique Selling Proposition (USP) of the ice cream is that it is less sweet, low calories and yet very thick and creamy. They have 5 flavours i.e. vanilla, dark cocoa, coffee, butterscotch and strawberry. They also have unique real fruit flavours in orange, kiwi, black current and mixed fruit.

Before they launch the ice cream they need to know the taste preferences, buyers' behavior towards their spending power and frequency of eating ice cream. The ice cream is targeted to health conscious consumers.

(a) What is research process? Explain the research process for the above case. **07**

(b) As a researcher which researcher design would you use? Justify your choice. **07**

OR

Q.5 (a) Which technique you would recommend for the data collection? **07**

(b) Draft a research report from the collected data. **07**
