

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA (PM) – SEMESTER – 10 - EXAMINATION – SUMMER - 2017**

**Subject Code: 4310203****Date: 11/05/2017****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.1 (a)** What do you mean by research? Describe classification of marketing research **07**
- (b)** Enumerate and explain the steps in the marketing research process. **07**
- Q.2 (a)** How is a DSS different from an MIS **07**
- (b)** “Knowing with data are available often serves to narrow down the problem itself as well as the technique that might be used.” Explain the underlying idea in this statement in the context of defining a research problem. **07**
- OR**
- (b)** “The linkage between the management decision problem and the marketing research problem helps us in understanding how the marketing research problem should be defined.” Explain this statement. **07**
- Q.3 (a)** Enumerate and explain various measurement Scales and Scaling techniques. **07**
- (b)** Welcome Inco. is a chain of fast food restaurant located major metropolitan areas in the South. Sales have been growing very slowly for the last two years. Management has decided to add some new items to the menu, but first they want to know more about their customers and their preferences. **07**
- a) What kind of research design is appropriate? Why?
- b) List two hypotheses.
- OR**
- Q.3 (a)** Distinguish between sample and census. Explain the classification of sampling techniques in detail. **07**
- (b)** Sweet Cookies is planning to launch a new line of cookies and wants to assess the market size. The cookies have a mixed chocolate-pineapple flavor and will be targeted at the premium end of the market. Discuss the six Ws of a descriptive research design that may be adopted. **07**
- Q.4 (a)** Distinguish between Qualitative Research and Quantitative Research. **07**

- (b) Suppose you are hired by the marketing research department of a major telephone company is asked to prepare a questionnaire to determine household preferences for telephone calling cards (Sim Cards). The questionnaire is to be administered in mall-intercept interviews. Using the principles of questionnaire design, prepare questionnaire. **07**

**OR**

- Q.4** (a) Explain various projective techniques used in research. **07**  
(b) Suppose you are hired by pharmaceutical company is asked to prepare questionnaire to determine pharmacist and household preference towards multivitamin capsule (Revital Capsule). Using the principles of questionnaire design, prepare questionnaire. **07**
- Q.5** (a) Determine the size of sample for estimating the true weight of the cereal containers for the universe with  $N= 5000$  on the basis of the following information: **07**  
1) The variance of weight = 4 ounces on the basis of past records.  
2) Estimate should be within 0.8 ounces of the true average weight with 99% probability.
- (b) A sample of 400 male students is found to have a mean height 67.47 inches. Can it be reasonably regarded as a sample from a large population with mean height 67.39 inches and standard deviation 1.30 inches? Test at 5% level of significance. **07**

**OR**

- Q.5** (a) Suppose we are interested in a population of 20 industrial units of the same size, all of which are experiencing excessive labour turnover problems. The past records show that the mean of the distribution of annual turnover is 320 employees, with a standard deviation of 75 employees. A sample of 5 of these industrial units is taken at random which gives a mean of annual turnover as 300 employees. Is the sample mean consistent with the population mean? Test at 5% level of significance. **07**
- (b) What should be the size of the sample if a simple random sample from a population of 4000 items is to be drawn to estimate the percent defective within 2 percent of the true value with 95.5 percent probability? What would be the size of the sample if the population is assumed to be infinite in the given case? **07**

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