



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM (M)

III TRIMESTER (Batch 2016-18)

MID TERM EXAMINATIONS

Course Name	Research Methods in Marketing Management	Course Code	301
Max. Time	1 hour	Max. Marks	20

INSTRUCTIONS: *Answer the following questions.*

1. Apple is facing a unique situation in the Indian markets. While its iphone is selling hot cakes, the other products such as the tablet, smart watches etc. need rigorous push. Unable to decode the psyche of the Indian consumer, they want to conduct a research study.

- a. What would be the research objectives for this study?
- b. What type of research design and method would you propose for this study and why?
- c. Who would be your unit of analysis and why?

[3+4+3 Marks]

2. The Govt. of India is planning to up-scale it's Swachh Bharat Abhiyan to launch a host of hygiene and sanitation initiatives in the rural markets. To conceive the most appropriate strategy, the Project Director of Swachh Bharat Abhiyan has asked you – the Research manager to list out all the possible market and consumer related information that would be required to understand the dynamics of the current practices and hygiene and sanitation needs. Prepare an exhaustive list of all the information that would help the management understand the nuances of the rural market and the rural consumer. [4 Marks]

3. A fast-food restaurant Yummiez which specializes in quick-serve north-Indian combo meals is now planning to venture into the major cities of Southern India, their population characterized by very typical and conventional food habits. Before considering a full-scale launch, they want to understand the mindset of the consumers in those markets; for which your agency has been hired by Yummiez. Given this brief, prepare a research proposal for Yo- Foods covering all the key aspects related to the research. [6 Marks]