

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM (M)

THIRD TRIMESTER (2016-18 Batch)

END TERM EXAMINATIONS

Course Name	Research Methods for Marketing Management	Course Code	GM301
Max. Time	2 hours	Max. Marks	40

1. A publishing company wants to understand the preferences of books and magazines among children. It also wants understand their attitude towards online books.
 - a. Identify all the possible variables which could have an impact on children's preferences (3)
 - b. Generate atleast four hypotheses (both null and alternate) for the study (3)
 - c. Which research method do you consider most appropriate for this study? (3)
 - d. Who will be your target respondent(s) and why? (3)

(12marks)

2. A management institute wants to test whether the aptitude for Research methods is different among the three sections of PGDBM course. The institute conducts a quiz on Research methods among a sample of 10 students from each of the three sections. The results of the average marks out of 10, in all three sections, are presented below. An ANOVA test was applied on this data from these 30 students and it generated the following output:

Descriptives

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
					1	10		
2	10	6.20	1.751	.554	4.95	7.45	4	9
3	10	3.70	2.003	.633	2.27	5.13	1	7
Total	30	6.07	2.532	.462	5.12	7.01	1	10

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	106.067	2	53.033	17.944	.000
Within Groups	79.800	27	2.956		
Total	185.867	29			

Rich

- a. State the null and alternate hypothesis (5)
- b. Interpret the results at all three levels of significance (10)

(15 marks)

3. Lindt – the famous Swiss chocolate – is planning to set up its operations in India, starting from three major cities – Delhi NCR, Mumbai and Bangalore. Before deciding on their product range for the Indian market, it wants to conduct extensive research to understand the tastes and preferences of the Indian kids. Some of the research questions towards their study are:

- What would be the ideal product range for the Indian kids?
- Which variants in terms of flavours, sizes, colours would they prefer?
- How frequently do they purchase chocolates and from where?
- How much money do they spend on chocolates?
- What is the ideal pricing for the various variants and sizes?
- Who takes a decision on when to purchase a chocolate, which brand to purchase etc.
- And most importantly, are there any differences in the preferences of kids in these three cities?

To gain an initial understanding into these research questions, they have decided to conduct personal interviews of kids across these three cities. They have defined their respondent as a child in the age group of 4-12 years. Prepare a questionnaire for these kids. (5 marks)

4. Identify with proper reasoning, each of the following sampling methods:
- a. The population is in an alphabetical order. Starting with the 5th person, every 8th member was selected in the sample (2)
 - b. A large state was divided into 25 smaller areas. Then five of these were selected at random and the interviews were conducted only in these five areas (2)
 - c. Executives were divided into six groups – banking, telecom, insurance, education, consultancy, entertainment. Random samples were taken from each of these groups according to their representation in the population. (2)
 - d. A study involved the opinion of students of all different classes and sections in a school. It was decided to instead take the opinion of the class representatives and monitors; based on the rationale that they represent the general sentiment of the class at large. (2)

(8 marks)