

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM (M)

THIRD TRIMESTER (2016-18 Batch)

END TERM EXAMINATIONS

SET - B

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

INSTRUCTIONS:

1. Xiaomi is popular for its flash sales on Flipkart, Amazon, Mi.com etc. The company claims to sell 2-3 lakh units of its phones in few seconds of the sale. The other mobile phone brands are struggling to understand this psyche or mindset of the consumers that they are unable to match. They also want to understand what is so exquisite and unique about Xiaomi as a brand. Given these research objectives, prepare a questionnaire that can be used for this survey using appropriate scaling techniques. **(10 marks)**
2. A consultancy which is conducting a survey on SMEs (small and medium businesses) wants to identify the variables which are related to its sales. For this purpose, the consultancy has collected data from 15 SMEs on their – number of employees, number of customers and number of outlets. The results of the correlation of all three variables with sales, are presented below.

Correlation – Sales with No. of Employees

| | | Sales | Employees |
|-----------|---------------------|-------|-----------|
| Sales | Pearson Correlation | 1 | .902 |
| | Sig. (2-tailed) | | .000 |
| | N | 15 | 15 |
| Employees | Pearson Correlation | .902 | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 15 | 15 |

Correlation – Sales with No. of Customers

| | | Sales | Customer |
|----------|---------------------|-------|----------|
| Sales | Pearson Correlation | 1 | .880 |
| | Sig. (2-tailed) | | .000 |
| | N | 15 | 15 |
| Customer | Pearson Correlation | .880 | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 15 | 15 |

Correlation – Sales with No. of Outlets

| | | Sales | Outlets |
|---------|---------------------|-------|---------|
| Sales | Pearson Correlation | 1 | .953 |
| | Sig. (2-tailed) | | .000 |
| | N | 15 | 15 |
| Outlets | Pearson Correlation | .953 | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 15 | 15 |

- a. State the three null and alternate hypothesis (6)
 - b. Interpret the results at 5% levels of significance and comment which variable(s) is/ are correlated with sales (4)
(10 marks)
3. Sonu Sports is a small outlet in Sonapat which is into the business of sports wear and sports goods, for the past two decades. Seeing the recent trend among the youth towards gymming; especially after the impact of movies such as Dangal and Sultan, Sonu Sports is planning to set up a gym in the posh areas of Sonapat.
- a. What type of research design and method would you propose for this study and why? (4)
 - b. What would be the variables for this study? (4)
 - c. Who would be your unit of analysis and why? (4)

(12 marks)

4. Differentiate between the following and support with examples:
- a. Simple random sampling vs. Stratified random sampling (4)
 - b. Quota sampling vs. Cluster sampling (4)
- (8 marks)