



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM (M)

SIXTH TRIMESTER (Batch 2021-23)

END TERM EXAMINATIONS, April 2023

Course Name	Marketing Research	Course Code	20131
Max. Time	2 Hours	Max. Marks	40 MM

1. Marketing research is leveraged extensively by new and old corporations to better connect with their customers. However, its efficacy depends on the quality of deliberation with the problem seeker.

Imagine you receiving a call from your colleague who works with a major restaurant chain in town. The restaurant attracts consumers who order only a typical flagship Chinese dish. However, despite various efforts and discounting, the business is not growing. Concerned by this, the management asked your friend, who works at the restaurant to help investigate this problem. Your friend wants help in analyzing data he has collected while conducting his own market research study. Your friend tells you his approach and shows you his questionnaire. **Discuss** how you plan to understand the concerns about your friend's brand and suggest an approach to address the same. Recommend the list of questions to help your friend gather the information that will benefit this research. (10 marks)

2. Briefly explain qualitative or exploratory research. Examine a client business problem that can best be addressed by qualitative research [2 Marks].

Compare the following qualitative research procedures by explaining each in brief and providing an example (case illustration) and merits and demerits.

- a. Focus Groups [3 Marks]
- b. In Depth Interviews [3 Marks]
- c. Projective Techniques [2 Marks]

3. An international footwear brand is targeting high net worth individuals [*People with household income > INR3 lakhs per month*] for their premium range of orthopedic slippers, that offer comfort due to their unique cork based sole. However, their design range is limited and as per their understanding of Indian markets, they believe that customers need a wider design range to choose from. The chief marketing officer wants to understand the response to this new design concept product in India along with the design range restriction.
- Divide the client's research objective into smaller business problems? [3 Marks]
 - Prima Facie, what method would you use to address the above problem? [4 Marks]
 - Recommend a discussion guide with pointers for research. It should include a combination of direct and projective techniques [3 Marks]
4. **Compare and contrast** between online and offline focus group interviews. List two advantages and two disadvantages of online focus groups. (5 Marks)
5. **Explain** market segmentation and why companies need to do it. **Discuss** any two types of segmentation and their purpose with a small case example? [5 Marks]