



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM / PGDM (M) / PGDM (SM)- SET I

FIFTH TRIMESTER (Batch 2022-24)

END TERM EXAMINATIONS, JANUARY 2024

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

1. Market research surveys help you identify, understand, and ultimately engage with your target customers. It also provides vital insight into the broader market landscape, your competitors, and trends affecting your industry and consumers. Yet the process can be intimidating. Where do you start? What is the quickest and most effective path to success? How can you be sure that your research will be accurate and generate actionable insights? Success can be found by gaining a greater understanding of marketing research and then following an effective marketing research process to achieve your goals. How do companies such as Burke Implement the Marketing Research Process? (10 marks)

2. The motorcycle manufacturer Harley-Davidson (www.harleydavidson.com) made such an important comeback in the early 2000s that there was a long waiting list to get a bike. In 2007, Harley-Davidson's revenues exceeded \$6 billion with a market share of about 50 percent in the heavyweight category. Although distributors urged Harley-Davidson to build more motorcycles, the company was skeptical about investing in new production facilities.

The years of declining sales taught top management to be more risk averse than risk prone. Harley-Davidson was now performing well again, and investing in new facilities meant taking risks. Would the demand follow in the long run or would customers stop wanting Harleys when the next fad came along? The decrease in motorcycles' quality linked to Harley's fast growth had cost the company all its bad years. Top management was afraid that the decision to invest was too early. On the other hand, investing would help Harley-Davidson expand and possibly become the clear market leader in the heavyweight segment.

By using the case of Harley Davidson, explain the concepts of management decision problem, marketing research problem, research questions and hypothesis testing in the above problem. (10 marks)

3. Observation methods are the second type of methodology used in descriptive research. Observation involves recording the behavioral patterns of people, objects, and events in a systematic manner to obtain information about the phenomenon of interest. The observer does not question or communicate with the people being observed. Information may be recorded as the events occur or from records of past events. Explain the different observation methods classified by mode of administration such as mechanical observation, content analysis, and trace analysis. (4+3+3=10 marks)

4. A questionnaire, whether it is called a schedule, interview form, or measuring instrument, is a formalized set of questions for obtaining information from respondents. While designing a questionnaire, how do you overcome the following problems (give examples)
- a. Define the issue in terms of who, what, when, where, why, and way (the six Ws).
 - b. Use ordinary words.
 - c. Avoid ambiguous words.
 - d. Avoid leading questions.
 - e. Minimize the effort required of the respondents

(2X5=10 marks)