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INSTITUTE OF MANAGEMENT
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JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM (M)

V-TRIMESTER (Batch 2017-19)

MID TERM-EXAM

Course Name	MARKETING RESEARCH	Course Code	MKT 205
Max. Time	1 HOUR	Max. Marks	20

INSTRUCTIONS: ALL questions are compulsory

1. There are two key reasons for undertaking marketing research i.e. to identify opportunities and problems, and to generate and refine marketing actions. This distinction serves as a basis for classifying marketing research into problem identification research and problem-solving research Classifying marketing research is useful from a conceptual as well as practical viewpoint. Problem identification research can be linked to: the description of the nature and scope of customer groups, understanding the nature of forces that shape customer groups, and understanding the nature of forces that shape the marketer's ability to satisfy targeted customer groups. Problem-solving research can be linked to: test individual and interactive marketing mix variables, and to monitor and reflect upon past successes and failures in marketing decisions.

   By using an example, illustrate how a particular company has used first problem identification research and then problem solving research.   (5 marks)

2. In response to a research brief, the marketing researcher develops a research plan and a research proposal to communicate this plan. The marketing research proposal contains the essence of the project and, in its final format, serves as a contract between the researcher and management. The research proposal covers all phases of the marketing research process. It allows the researcher to present an interpretation of the problems faced by management and to be creative in developing a research solution that will effectively support decision-makers. Although the format of a research proposal may vary considerably, most proposals address all the steps of the marketing research process. Discuss the common elements of a good marketing research proposal.   (6 marks)

3. By giving an example each, illustrate how the companies are making use of the following concepts
   a. Exploratory Research
   b. Descriptive Research
   c. Causal Research   (3X3=9 marks)