JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM (M)
SECOND TRIMESTER (Batch 2017-19)
END TERM EXAMINATIONS, JANUARY 2018

SUBJECT	MARKETING RESEARCH	CODE	205
TIME	2 hour	Max. Marks	40

Attempt all questions.

1. At the 42nd annual general meeting of Reliance Industries, CMD Mukesh Ambani showed his "**Datagiri**" & launched the much-awaited **Jio** telecom services. By the time Mukesh Ambani finished speaking & said it would offer free voice calls, free roaming & cheaper data services starting at Rs 50 per GB, Bharti Airtel's market cap plunged by nearly Rs 12,000 crore while smaller competitor Idea Cellular's market value dipped by Rs 3,000 crore.

   You are the Product Manager of Airtel which is facing stiff competition due to the entry of Reliance Jio.

   i)   State a management decision problem (3)

   ii)   List three marketing research questions that your research will aim to cover (3)

   iii) Briefly describe the research design that you would use towards this research (4)

   (10 marks)

2. With tourists becoming more demanding than ever before, it's not unusual to see heated arguments at the airport check-in counter or hotel reception desk. Many travellers may be confrontational or turn to Facebook or Twitter to vent their anger reagrding a problem with a hotel room that doesn't live up to expectations, an undesirable plane seat or undercooked meal.

Any service organization receives a lot of mails, phone calls, tweets, messages from their customers - in person, on their website, facebook page, mobile app etc. Some customers make complaints, others give suggestions, some others express their satisfaction.

(i) For a market researcher what are the advantages and disadvantages of this information? (3)

(ii) At what stage (s) of the market research process, is this information likely to be useful? (3)

(iii) If you want some additional information from an external agency, how would you ensure the authenticity of data? (4)

(10 marks)

3. You are the administrative assistant for a division chief in a large holding company that owns several hotels and theme parks. You and the division chief have just come from the CEO's office,

where you were informed that the guest complaints related to housekeeping and employee attitude are increasing. Your on-site managers have mentioned some tension among the workers but have not considered it unusual. The CEO and your division chief instruct you to investigate. Suggest at least three different types of research that might be appropriate in this situation

(10 marks)

4. When conducting research, it is hardly ever possible to study the entire population that you are interested in. This is why researchers use samples when they seek to collect data and answer research questions. A sample is a subset of the population being studied. It represents the larger population and is used to draw inferences about that population. It is a research technique widely used in the social sciences as a way to gather information about a population without having to measure the entire population.

Under what kind of conditions would you recommend

   a. A probability sample? A nonprobability sample? (5)

   b. A cluster sample? A stratified sample? (5)   (10 marks)