JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (SM) 2017-19
FIFTH TRIMESTER (Batch 2016-18)
Re- END TERM EXAMINATIONS, JANUARY 2018

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

Attempt the following questions.

1. A mom-and-pop grocery store in the local neighbourhood is planning to set up an internet and mobile app ordering along with a home delivery system. The owner wants to know if this idea is viable and what benefits would it offer.

    i)   List the research questions that would help answer these questions (3)

    ii)   List the information that you would obtain from secondary research (3)

    iii)   For the primary research, propose a research design that you would consider most appropriate (4)   (10 marks)

2.   (i) Give few examples of research objectives wherein secondary data will be more useful than primary data. (5)

(ii) What kinds of information is a marketing manager likely to find only from primary research? (5)

         (10 marks)

3. Which kind of sample is being used in each of the following situations:

i) a reporter asks 100 people on the street what do they think of the current state of crime against women

ii) a survey is conducted to understand opinions of people in Gujarat towards the Modi govt. A sample of 100 men and 100 women across all age groups is chosen uniformly

iii) a customer satisfaction survey is conducted among the customers in the company's database who are selected without any selection criterion

iv) a survey is conducted among neuro surgeons. Starting with the first neuro surgeon, he is asked to refer to another neuro surgeon and so on.   (10 marks)

4. Discuss the decisions involved in constructing itemized rating scales with respect to number of scale categories, balanced versus unbalanced scales, odd or even number of categories, forced versus nonforced choice, degree of verbal description, and the physical form of scale.   **(10 marks)**