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INSTITUTE OF MANAGEMENT
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JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM / PGDM (M) / PGDM (SM)

FIFTH TRIMESTER (Batch 2023-25)

END TERM EXAMINATIONS, JANUARY 2025

REAPPEAR EXAM

Course Name	Marketing Research		Course Code	X0131
Max. Time	**2 hours**		Max. Marks	**40 MM**

1. Adding interaction terms to a regression model can greatly expand understanding of the relationships among the variables in the model and allows more hypotheses to be tested. A marketing research firm is interested in finding the cost of employees to the firm across the country. After analyzing the data the following equations were obtained.

   a. Predicted Wage = 10.2 + 1.3Northeast − 0.9Midwest − 1.7South

   b. Predicted Wage = 12.7 + 2.1Education − 1.8Female

   c. Predicted Wage = 0.076 + 0.88Education − 4.28Female + 0.16Female*Education

   Critically evaluate the differences in insights provided by these equations and propose how these findings can assist in the firm's decision-making processes.   **(3+3+ 4=10 marks)**

2. Chinese players became the first choice this year as they launched devices with compelling features, thus dominating the budget and mid-range price segment in the country. Chinese vendors captured 49 per cent of the Indian mobile phone handset market in the first quarter of 2023 -- with a 180 per cent (year-on-year) revenue growth -- threatening to wipe out domestic players from the overall handset segment.

   A conjoint study was conducted to determine the role that five attributes play in influencing a consumer's preference for smart phone. The five attributes and their levels are as follows:

   - Colour (either A, B or C)

   - Brand (1,2 or3)

- Price (Rs 13000, Rs 14000, Rs 15000)
- Did any celebrity endorse this product?
- Is product Chinese?

The best prediction for the rescaled rank of a product is as follows:

Predicted Rescaled Rank = $4.833 - 4.5*A + 3.5*B + 1.5*Brand1 + 2*Brand2 - 5.667*(Rs 13000 Price) + 4.83*(Rs 14000 Price) + 1.5*(celebrity endorsed?) + 4.5*(Chinese)$

Interpret the equation to evaluate the relationships.   (15 marks)

3. Harley-Davidson, an iconic American motorcycle manufacturer founded in 1903, is renowned for its heavyweight motorcycles that cater to a loyal and passionate customer base. As the company plans to expand its production capacity, it seeks to gather insights to ensure strategic alignment with market demand and consumer preferences.

   a. Identify and analyze the types of exploratory research Harley-Davidson should conduct to gather meaningful insights for its capacity expansion plans
   b. Based on the exploratory research findings, identify Harley-Davidson's management decision problem. Develop a corresponding marketing research problem, formulate research questions, and propose testable hypotheses to guide the study.
   c. Evaluate the insights gathered from exploratory research to analyze how Harley-Davidson can identify and define market segments (**5 X3 = 15 marks**)