

**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**

**PGDM (G/S) 2017-19 BATCH, TRIMESTER- V**

**END TERM EXAM January, 2019**

**SUBJECT: Marketing Research**

**Time : 2 Hours**

**Max. Marks: 40**

**Note : All questions are compulsory**

- Respondents may state that they shop in JCPenney more than in Sears, like Total cereal better than Kellogg's Product, or like Crest more than Colgate. Coca-Cola is reported to have conducted more than 190,000 comparisons before introducing New Coke. Ocean Spray, North America's top producer of bottled and canned juices/juice drinks, makes extensive use of taste tests in developing new products. Respondents are asked to sample new drinks, evaluate them on taste and flavor

Classify and discuss scaling techniques as comparative and non-comparative, and describe the comparative techniques of paired comparison, rank order, constant sum, and Q-sort scaling.

(12 marks)

- The sales of a company depends linearly on number of salespersons, money spent on advertising, number of retail outlets, product varieties offered, number of competitors and number of customers. On regression analysis, the following observations were made.

	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
(Constant)	-.003	31.103		.000	1.000	71.728	71.721
SALESPERSON	1.026	.927	.211	1.107	.301	-1.111	3.163
ADDCOST	.875	1.274	.190	.687	.512	-2.063	3.812
OUTLETS	1.532	.602	.583	2.545	.034	.144	2.920
VARIETIES	-1.490	2.169	-.113	-.687	.511	-6.491	3.511
COMPETITION	.247	2.245	.011	.110	.915	-4.930	5.424
CUSTOMER	.172	.270	.130	.636	.543	-.452	.795

a. Dependent Variable: SALES

- Explain standardized regression coefficients
- What is the role of slope and intercept in regression analysis?
- Explain Lower 95% & Upper 95%
- Develop an equation and explain the impact of number of outlets on Sales (4X4=16 marks)

## CASE

As of 2011, Accenture ([www.accenture.com](http://www.accenture.com)) is the largest consulting firm in the world and one of the largest computer services and software companies on the Fortune Global 500 list. Accenture was originally named Andersen Consulting and was created in 1989 as a part of Arthur Andersen. In 2000, Andersen Consulting won the right to divorce itself from Arthur Andersen after the parent company broke contractual agreements, moving into areas of service where Andersen Consulting was already an established leader. However, it then had to change its name. This was an extremely significant event, because Andersen Consulting had built up considerable brand equity in its name, partly by spending approximately \$7 billion over 10 years on building the name. In addition, the new name would need to be trademarked in 47 countries. Thus, the name change became a top priority, and the company focused much of its time and effort on this task. The first task was to pick a new name. The company challenged its employees to come up with suggestions for a new name by creating an internal contest, which resulted in a list of more than 2,500 entries. After extensive marketing research on various names, which included surveys of target customers, it decided to go with the name Accenture. Marketing research revealed that the "Acc" in the name connotes accomplishment and accessibility, and the name sounds like "adventure." The company settled on this name because it believed this name conveyed the message that it was focused on the future. It also spent a considerable amount of time creating a new logo. The final version of the logo was the company's name accented with a greater than (>) symbol placed above the letter t, which it believed stressed its focus on the future.

Another task, which occurred simultaneously, was to get the word out and prepare the target market for the brand change. The company began running ads notifying everyone that its name would change at the beginning of 2001. Accenture has a well-defined group of companies that comprises the target market, and it had to focus its efforts on them. A teaser advertisement created by Young & Rubicam with the old signature torn through at the corner of the ad and typing in "Renamed. Redefined. Reborn 01.01.01" set the stage for the change. Marketing research revealed that 01.01.01, the launch date of the new brand, had a resonance with the computer industry, because 0 and 1 are the two digits of the binary world of computers.

Finally, on January 1, 2001, the company announced its new name to the world. The initial campaign illustrated the change by the slogan "Renamed. Redefined. Reborn." Accenture used this opportunity not only to present the new name, but also to sell its services and help people understand what it had to offer. In the end, Accenture spent a total of \$175 million to rebrand itself.

### Questions

3. Accenture would like to increase preference and loyalty to its services. Describe the management-decision problem. Define a suitable marketing research problem corresponding to this management-decision problem. (4 marks)
4. Develop two research questions, each with two hypotheses, based on the marketing research problem you defined in question. (8 marks)