

END TERM EXAMINATION

FOURTH SEMESTER [BBA] MAY-2013

Paper Code: BBA/TTM/MOM/B&I-206

Subject: Marketing Research

Time : 3 Hours

Maximum Marks:75

Note: Q.No.1,2,3 are compulsory from Section A. Attempt one question from each unit in Section B. Q.No.4&5 and do as instructed in Q.No.6&7

Section - A

Case Study

Kellogg's : From slumping to thumping

The Situation

Kellogg's is the world's leading producer of cereal and a leading producer of convenience foods, including cookies, crackers, toaster pastries, cereal bars, frozen waffles, meat alternatives, pie crusts, and cones, with projected annual sales of \$10 billion and a market share of more than 30 percent in 2005. James Jenness, a chairman and CEO of Kellogg's takes pride in being a part of the Kellogg company because of the consistency of the decisions that are made within the company to promote long term growth of their business as well as serve the needs of their people and communities.

With such a large share of the market, one would think that Kellogg's is untouchable. However, Kellogg's faced a slump in the market. Its cereal sales were declining and it had to face the challenge of getting out of its slump. Kellogg's therefore turned to marketing research to identify the problem and develop served solutions to increase cereal sales.

- Q.1 Suggest the ways to obtain all information needed to address the management decision problem.
- Q.2 Define an appropriate marketing research problem that Kellogg's need to address.
- Q.3 What role can marketing research play in enabling James Jenness to increase the sales of Kellogg's. (5X3=15)

Section - B

UNIT- I

- Q.4 What is Research design. Give the classification of research design with suitable diagram. Explain the potential source of error in Research Design. (15)

OR

Define Marketing Research and give a relationship between marketing system, decision making process and information inputs.

UNIT - II

- Q.5 What is Sampling design process. Sampling frame. Explain with hypothetical example. Distinguish between satisfied and cluster sampling. (15)

OR

What are the different Primary Scale of Measurement. Explain with one-one example. When is Semantic and differential scale like it scale useful.

UNIT-III

- Q.6 Attempt **any three** (5X3=15)
 - (a) Importance of code sheet or data definition file.
 - (b) File important feature while designing Questionnaire and Interview Schedule.
 - (c) Importance of secondary data
 - (d) Field Editing and Central Editing
 - (e) Observation Method

UNIT - IV

- Q.7 What do you mean by multivariate techniques? Explain their significance in the context of research studies. (15)

OR

- (a) Explain application of factor and cluster analysis with the hypothetical example. (7)
- (b) Explain with the help of marketing decision situation in which correlation, simple and multiple regressions are used. (8)