

**Jagan Institute of Management Studies**  
**End-Term Examination, April, 2017**  
**Trimester III – PGDM/PGDM (IB) 2016-18**

***Business Research Methods***  
***ET\_PG/IB\_BRM\_2104***

Time: 3 Hrs.

M. Marks: 70

**INSTRUCTIONS: Attempt any FIVE questions including Q1 & Q7 which are compulsory.**

- Q 1** Comment on any **THREE** of the following:
- a) Why is business / marketing research important?
  - b) Longitudinal design provides a series of pictures that give an in-depth view of the situation.
  - c) You are required to make a final Report Presentation. What would you include in the Report?
  - d) Part of a questionnaire used to determine consumer preferences for digital cameras is as follows.. The first question is already codified and comes under column 7 with males being code (0) and females being coded (1). Assume that question number 2 onwards will begin from column 8. Set up a coding scheme for the next three questions.

1. Gender	Male	(0)	Female	(1)	
Column 7					
2. Please rate the importance 1ce of the following feature you would consider when shopping for a new camera.					
	Not so Important				Very Important
a) Batteries	1	2	3	4	5
b) Automatic Mode	1	2	3	4	5
c) Aperture Control	1	2	3	4	5
d) LCD Screen	1	2	3	4	5
3. If you were to buy a new digital camera, which of the following outlets would you visit? Please check as many					
a)	Drugstore				
b)	Camera Store				
c)	Discount / Mass Merchandiser				
d)	Electronic store				

e)	Internet
f)	Other
4. Where do you get most of your photo processing done? Please check only one option.	
a)	Drugstore
b)	Camera Store
c)	Discount / Mass Merchandiser
d)	Electronic store
e)	Internet
f)	Other

e) Errors in Research.

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**Q 2** “Despite the difficulty of establishing an entirely satisfactory classification system, it is helpful to classify marketing research projects on the basis of the fundamental objectives of the research.” Discuss the various major types of research designs and explain each briefly. Write which type of Research Design is appropriate for each below along with the data collection technique.

- a) People’s view about Tata Nano.
- b) Customer Study about their perception of a car.
- c) New ad campaign for Tata Nano cars is being launched; the company wants to study the effect on sales.

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**Q 3** Explain the various sampling techniques and explain any two with advantages and disadvantages. Write what sampling techniques would be required for Problem 2 above.

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**Q 4** “It is not always possible, or desirable, to use direct questioning to obtain information. People may be either unwilling or unable to give answers to questions they consider to be an invasion of their privacy, that adversely affect their self-perception or prestige, that are embarrassing, that concern motivations that they do not fully understand or cannot verbalize, or for other reasons. Therefore additional approaches such as “Qualitative Research” may be used for obtaining such information.” Discuss the various types of Qualitative research and explain each briefly.

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**Q 5** “Comparative scales involve the direct comparison of stimulus objects. In Non-Comparative scales each object is scaled independently of the others in the stimulus set”. Discuss both the comparative and non-comparative scales giving examples of each.

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**Q 6 a)** Identify a marketing research problem and describe the six steps

- Business Research Process for the problem.
- b) What are syndicate services? Also discuss the difference between limited service supplier and full service supplier.

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**Q 7** Read the case and answer the questions given at the end.

### **THE HOST WITH THE MOST**

The once traditionally complacent hotel industry had to learn to market its services due to the increase in number of hotels and the accompanying drop in occupancy rates. The most troublesome problem the industry faced is lack of customer loyalty. Most hotels provide similar facilities, and most customers do not travel enough to recognize distinctions between them. For this reason, many companies opted to differentiate their hotels thru multiple branding, or moving into different market segments. The major chains continue to use broad market reach techniques, because many feel that future success can be gained in targeting certain segments of the market and catering to their needs better than the competitor. Three important segments that have gained importance for hotel chains in the 2000s are business travelers, senior citizens, and extended-stay travelers.

The importance of business travelers to more luxury hotel chains has not gone unnoticed. Marketing research showed that 75% of stays of these types of facilities are business related. It is therefore, no wonder why certain chains have gone out of their way to court business travelers. In early 1990, Marriot ([www.marriott.com](http://www.marriott.com)) began to offer hotel rooms designed to meet the needs of business travelers. Marriot felt that it could enter the moderately priced market by targeting business travelers with the Courtyard Hotel concept. To better meet the needs of business travelers, Marriot began installing high-speed Internet access in their hotels during October 2000. Marriott also has an ExecuStay Division designed for extended-stay business travelers. The division has 6,500 fully furnished apartment style units across the US. Finally, Marriott provides conference centers to business travelers. The centers have state-of-the-art audiovisual communications equipment to give business travelers a meeting area away from the home office.

Some chains, like Holiday Inn, have made attempts at direct business-to business marketing. Holiday Inn uses trade shows, direct marketing, and traditional media with a special narrow emphasis to penetrate members of the business sector. “Twenty-five percent of our corporate marketing budget is earmarked for business-to-business” says CEO Bryan Langton. Holiday Inn is also adapting rooms to make them more oriented to business travelers. The chain spent more than \$1.5 billion on hotel renovations. Six Continents Hotels, the owner of the Holiday Inn chain offered its Crowne plaza and Embassy Suites chains

to appeal to the up-scale business traveler and to compete with Courtyard Hotels. The company used the name Holiday Inn for its middle-class image hotels and the name Holiday Inn Express to compete with such economy chains as Motel 6, Red Roof, Days Inn, Super 8, and Econo Lodge. However, Holiday Inn still experienced difficulties in differentiating its various brands, especially when more than one was located in the same city. In order to keep customers coming back to its hotels, Six Continental Hotels started “Priority Club Worldwide”, which the company calls the “world’s first and largest multi-brand hotel loyalty program”. Members of the club receive special promotions as well as points anytime they stay in one of the 3,200 Six Continental Hotels around the world. The points can be redeemed for free hotel stays, airline miles, brand name goods, and vacation packages.

Hyatt’s ([www.hyatt.com](http://www.hyatt.com)) research showed that 58% of business travelers were spending more time working in their rooms, and 72% stated that they felt pressure to show work while on the road. As a result, Hyatt began marketing its Business Plan program, which includes office style conveniences in the rooms such as complimentary local, toll-free, and credit-card telephone access; and 24-hour printer, copier, and fax availability. Hyatt also offers its business travelers cutting-edge technology such as high-speed Ethernet access and videoconferencing equipment. In addition, a complimentary breakfast is provided to help business travelers productive on the road. Hyatt developed faster, more efficient check-in options, which included 1-800-CHECKIN, allowing guests to check in to their hotel rooms in the US and Canada by telephone. Taking advantage of this propensity, hotels have tailored their Web sites, facilitating on-line reservations and developing special advertising for this media. Firms are also attempting to address other needs of the traveler beyond just the work-related ones.

Another segment of market that hotel chains are courting are senior citizens. In the US alone, someone turns 50 every 7 seconds. Marketing research also shows that men and women over 50 travel more and stay longer in hotels than do younger counterparts, spending more than \$30 billion in travel in 2000 alone. Choice Hotels adapted accommodations for this segment and feature the Senior Room package in 10% of the rooms, which offers comforts to seniors similar to those in their own homes. Brighter lighting, larger button phones, and standard TV remote controls are amenities that are intrinsic to these special rooms. Bathrooms were given special attention, featuring special lever door handles and grab bars. With these features generating \$5 million in annual revenues, other chains are looking into addressing concerns of this segment. One aspect of catering to seniors that is gaining

importance by hotel chains is assisted living. Assisted living facilities, which are in the middle of the spectrum of independent living and nursing homes, allow seniors to live as they wish while providing certain extra services such as meal and housekeeping. Hyatt, which operates Classic Residence facilities, and Marriott, which offers Brighton Gardens facilities among other operations, are leaders in this segment.

The fastest growing segment of the market, extended-stay travelers, has traditionally been the most neglected. Extended stay travelers are guests who wish to stay five days or longer and require special facilities, such as 24-hour staffed front desks and sometimes kitchen amenities. Unfortunately, demand for this type of hotel room far exceeds the supply. A study conducted by PricewaterhouseCoopers for Extended Stay-America indicated that approx. 300,000 new rooms could be supported by the demand that existed. Hotel chains realized the missed opportunity, and began pouring resources into developing and marketing these facilities. Marriott's Residence Inn dominates the market, but newer entrants to this segment are trying to capitalize on the widespread interest in extended-stay rooms. Holiday Inn also launched a new extension, Staybridge Suites by Holiday Inn, specifically designed for this market. These suites feature such amenities as 24-hour self-serve laundry facilities, a 24-hour convenience store, high speed Internet access, a personal telephone number, and voice-mail box for each suite. Hotels are attempting to segment the market and offer enhanced services to attract customers. For a hotel to be successful in attracting customers, it must be the "host with the most". Marketing research will be a key driver for success in this industry.

### Questions:

- a) Identify some possible sources of secondary data for the hotel industry. What types of data are available on the Internet?
- b) What research design would you recommend for Holiday Inn to undertake a marketing research to determine how it can differentiate itself from competition?
- c) What information is needed for Holiday Inn for above? Design a questionnaire to obtain the relevant information.

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