

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

Business Research Methods
ET_RM_BRM_2104

Time: 3 Hrs.

M. Marks: 70

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

- Q 1** Comment on any **FIVE** of the following:
- a) Variable is something that is measured but not manipulated.
 - b) Both exploratory and conclusive research studies are carried out to test research hypothesis.
 - c) Systematic sources of error don't affect reliability.
 - d) Research without primary data collection is not possible.
 - e) A convenience sample contains more relevant responses than a judgmental sample.
 - f) For using lottery method and simple random table the starting number is chosen arbitrarily.
 - g) Research design is a dynamic process but doesn't allow modification during course of study. **15**
- Q 2** Marketing research is the systematic process that leads to identification and solution of problems and opportunities in marketing. Elaborate the proposition giving suitable examples to support your answer. **12**
- Q 3** Market researchers should first of all explore the secondary data from various sources and then examine. The first hand data should only be collected when second hand data is old and inadequate. Elaborate. **12**
- Q 4** **Business Magazines:** The figure given below relate to three business magazines. These are from Indian Readership survey round 2, 2016.

Table 1

(Readership in '2016)

	Business Today	Business India	Business world
All India	754	571	374
Urban India	685	495	332
Top 8 Metros	409	276	197

As these figures have emerged in the latest IRS 2016, Business World would like to collect information directly from its readers. Its objectives is obvious, viz. to popularize BW so that the number of readers increase.

This will be reflected in higher sales of Business World. To carry out this objective, it wants to develop a suitable instrument to collect the data. In order to carry out, it must first decide as to what type of information is to be sought from the respondents. Further, it should be very comprehensive and relevant to its objective.

Specify the information that needs to be collected and how it should be done? Define the variables for the information required. Describe the function in the form of a statement. 12

Q 5 Variables play an important role in research. Mention the type of variables i.e. Independent variable, dependent variable and test units in each case mentioned below:

- i) Will replacing commercial A with commercial B lead to a marked increase in consumer preference for a company's brand?
- ii) Can a company improve the profitability of its fashion clothing line by increasing its price by 10 percent?
- iii) Will an increase in the average number of sales calls per customer from six to eight per year significantly improve sales?
- iv) Will decreasing the shelf space allocated to brand X detergent by 25 percent significantly lower its sales?

OR

Measurement is assignment of numbers or symbols to characteristics of certain objects. Attitude is a pre-disposition. Does an increase in the average number of sales calls per customer from six to eight per year significantly improve sales? Individual to evaluate some objects. Do you feel attitude can be measured through different scaling techniques? Elaborate with examples to support in each case. 12

Q 6 Probability sampling designs are recommended for conclusive research. Do you agree? If yes, explain each with examples to support. 12

Q 7 [Read the case and answer the questions given at the end.](#)

Tasty foods Ltd. is engaged in the manufacture of different food products. It's R and D Department has recently come out with a new soya bean snack. The main strengths of this product are the highly nutritious value of protein-rich soya beans.

While the R and D Department is happy to have developed a highly nutritious snack especially useful for children, the company management wants to be certain that the new snack will have a good market in the country. In order to ensure that the new product is successfully launched in the market, the Managing Director (MD) is thinking of hiring the professional services of Marketing Research

Agency (MRA). In consultation with the MRA, the MD decided to convene a meeting of Marketing Manager (MM), Production Manager (PM) and the MRA, to be represented by its chief executive. The meeting was held in MD's chamber and it's turned out to be a prolonged session:

A few excerpts from the discussion held in that meeting are given below:

MD: I feel certain that our new soyabean snack is going to be very successful in the market. The project is unique in the sense that no soya bean based snack is presently available in the market. In view of this, test marketing of this product seems rather unnecessary to me. We can do without it. Moreover, it will save a good deal of time as the new product can be introduced in the market almost immediately.

PM: I fully support the views expressed by our MD. Let me emphasise that our R and D Department has taken considerable pains in developing this new product. It has come through a long succession of concept and product tests. Test marketing would obviously delay the process of marketing the product.

MM: Since our new product is going to be our major achievement, it is desirable to have detailed information about it. It will be to our advantage if we know our consumer target and their major characteristics.

MRA: I know some cases where a new product was regarded as a 'strong' product by the R and D and the Production Department. But it was commercially launched, it turned out to be a failure. The concerned companies learnt bitter lesson. I am of the opinion that the product in question must be test marketed to avoid any such disappointment at a later stage.

MD: Suppose we decide to go in for test marketing, what are we going to get from such an exercise? We must be clear as to what test marketing is expected to do for us.

Questions:

- a) Define the research problem and objectives in the case mentioned.
- b) Specify the information that needs to be collected and how it should be done?
- c) Do you think the budget allocated of Rs. 1 lakh is appropriate for 500 respondents for test marketing? Comment.
- d) Draft a questionnaire for the same.

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