

CBCS SCHEME

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20MBAMM304

Third Semester MBA Degree Examination, Feb./Mar. 2022

Marketing Research and Analytics

Time: 3 hrs.

Max. Marks:100

Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.
2. Question No. 8 is compulsory.

- 1 a. Differentiate Marketing Research and Marketing Intelligence. (03 Marks)
b. Explain Research Design Process. (07 Marks)
c. What do you mean by "Database"? Explain the types of Database Management System. (10 Marks)
- 2 a. How to identify respondents in Marketing Research? (03 Marks)
b. Discuss ethics in Marketing Research. (07 Marks)
c. Explain the techniques used to collect data for Consumer Market Research. (10 Marks)
- 3 a. Mention the uses of Decision Support System. (03 Marks)
b. Explain the nature and scope of Marketing Research. (07 Marks)
c. Discuss the methods of sales forecasting. (10 Marks)
- 4 a. List out the scope of Pricing Research. (03 Marks)
b. Explain the components of Data Warehouses. (07 Marks)
c. Examine the application and benefits of predictive analytics. (10 Marks)
- 5 a. Explain Motivation Research. (03 Marks)
b. Explain the three "Vs" of Big Data. (07 Marks)
c. How to avoid the pitfalls in predictive analytics? (10 Marks)
- 6 a. What do you mean by 'Test Marketing'? (03 Marks)
b. Explain the importance of Marketing Research. (07 Marks)
c. Explain the types of Research Design. What are the factors affecting Research Design? (10 Marks)
- 7 a. List out the limitations of Data Mining. (03 Marks)
b. Examine the factors influencing sample size. (07 Marks)
c. Discuss the factors Affecting Market of Luxury and Lifestyle Products. (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg. 42+8 = 50, will be treated as malpractice.

8 CASE STUDY:

iD Fresh Food, India's largest Fresh Food Brand, announced the launch of its much awaited iD Bread. Claiming to be India's first affordable clean label bread, starting with Bengaluru, the brand-new products in the category are iD sandwich which bread and iD wheat sliced bread. The company claims they are free of acidity regulators, flour treatment agents, antioxidants, emulsifiers or class II preservatives. iD bread is priced at Rs.50 and Rs.55 (for 400 gm) and comes with a shelf life of five to six days. PC Musthafa, CEO and Co-founder of iD Fresh Food, said "In iD Bread, we have used traditional techniques, starting from specially ground flour, all-natural fermentation, traditionally baked, no chemicals or additives. These are the biggest differentiators when compared to any other similar products in the market is there are absolutely no synthetic chemicals in the mix".

Questions:

- a. Presuming you are working for a marketing research firm, what type of research you would conduct to analyze the consumption pattern of bread among South Indians. (10 Marks)
- b. Explain how you would implement the type of research you have recommended. (10 Marks)
