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Librarian  
Learning Resource Centre  
Acharya Institutes

**CBCS SCHEME**

20MBAMM304

**Third Semester MBA Degree Examination, July/August 2022**  
**Marketing Research and Analytics**

Time: 3 hrs.

Max. Marks:100

**Note: 1. Answer any FOUR full questions from Q1 to Q7.**  
**2. Question No. 8 is compulsory.**

- 1 a. Define the term Marketing Research. (03 Marks)  
b. Discuss in detail the components of Marketing Intelligence. (07 Marks)  
c. Illustrate in detail "The Marketing Research in the 21<sup>st</sup> Century" and its Limitations. (10 Marks)
- 2 a. Mention any three significance of Research Design. (03 Marks)  
b. Discuss tactics and implementation of Marketing Research Projects. (07 Marks)  
c. Explain in detail the process of Research Design. (10 Marks)
- 3 a. State the purpose of 3Vs of Big Data. (03 Marks)  
b. Discuss in detail the components of Data warehouses. (07 Marks)  
c. Illustrate the different types of databases available in market with relevant examples. (10 Marks)
- 4 a. Enlist any three nature of consumer Market Research. (03 Marks)  
b. Analyse the Pricing Strategy Decisions. (07 Marks)  
c. Determine the methods of Sales Forecasting. (10 Marks)
- 5 a. State any three principles of Predictive Models. (03 Marks)  
b. Illustrate the applications of Predictive Analysis. (07 Marks)  
c. Explain in detail Data Driven Predictive Models. (10 Marks)
- 6 a. Define Service Tradeoffs. (03 Marks)  
b. Examine the factors affecting Market of Luxury and life style products. (07 Marks)  
c. Discuss the basic elements of Diffusion process and the factors influencing the rate of Diffusion. (10 Marks)
- 7 a. What is Data Mining? List its benefits. (03 Marks)  
b. Illustrate in detail the ethical Issues in research. (07 Marks)  
c. Discuss in detail the process of Advertising Research. (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 [Compulsory]

## Super – Star Hotel

The Super Star Hotel is located in the central place of Bengaluru, has been experiencing a decline in its occupancy due to Covid – 19 pandemic situation from a past one year. The management has recently reviewed the problem and is planning to consider to provide the adequate facilities for the Business Conferences, Seminars, Lectures and so on to the Corporate and Education Institutes. The management need to renew the facilities of the existing building by adding new furniture's and equipment. Which need an additional expenditure.

The Super – Star Hotel since its inception has been maintaining the complete database of the Guests who have visited the hotel. All the subsequent visits of the Guest along with the during of the stay are dated and recorded as recorded as a individual customer database.

The Guest file has more the 10,000 contacts. The management is planning use the information available with additional information if required

Questions :

- a. Do you think Research can play an important role in the development of Super – Star Hotel? Suggest on suitable type of Research. (10 Marks)
- b. If a sample is to be drawn from the Guest file, describe the type of sample and the procedure you would adopt. (10 Marks)

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