CBCS SCHEME

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20MBAMM304

# Third Semester MBA Degree Examination, Jan./Feb. 2023
## 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. Define Marketing Research. (03 Marks)
b. Summarize the scope of Marketing Research. (07 Marks)
c. Discuss the steps involved in Marketing Research. (10 Marks)

2 a. What do you mean by ethics in Marketing Research? (03 Marks)
b. Explain the components and domains of Marketing Intelligence. (07 Marks)
c. Briefly discuss the types of ethical issues in research. (10 Marks)

3 a. Define Research Design. (03 Marks)
b. Discuss the stages in the process of Research Design. (07 Marks)
c. Examine the different types of questions used by researcher while defining problem. (10 Marks)

4 a. Define DSS with examples of DSS. (03 Marks)
b. Explain the advantages and disadvantages of Marketing Decision Support System (MDSS). (07 Marks)
c. Discuss the types of database. (10 Marks)

5 a. What do you mean by consumer research? (03 Marks)
b. Brief the nature of B2B Marketing Research. (07 Marks)
c. What is pricing research? Explain the methods of pricing research. (10 Marks)

6 a. What is Predictive Analysis? (03 Marks)
b. Discuss the advantages of predictive analysis. (07 Marks)
c. Examine the importance of predictive analytics model in business research. (10 Marks)

7 a. Define paired comparison test. (03 Marks)
b. Summarise the role of 4Vs (Volume, Velocity, Variety, Value) in Market Research. (07 Marks)
c. Evaluate the role of prototypes in product research and adoption process. (10 Marks)

8 **Case Study:**
Easy Travel is an e-commerce startup looking for potential customers for its market expansion but has limited resources for primary research. The firm accesses the secondary data on domestic tourism industry released by Government of India. The secondary data offers a viable, cost effective solution to find the potential customers. The questionnaire used gives the nature of the available data. Easy Travels needs to generate more insights to compete in the market.

***Questions:***
a. Examine the advantages and disadvantages of Secondary Research. (05 Marks)
b. Evaluate the type of sample design to be implemented for this ecommerce startup. (05 Marks)
c. Develop a questionnaire for Easy Travels to extract relevant information so as to generate the required insights to compete in the market. (10 Marks)

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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.