

MAY 2011

P/ID 77517/PMEA

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Explain the role of Marketing Research in the decision making process.
2. Differentiate Primary sources of data from Secondary Sources.
3. List out various limitations of questionnaires.
4. Discuss the characteristics of Interview method.
5. State in brief the features of consumers.
6. Define culture and discuss its significance in marketing research.
7. Explain the features of opinion leadership.
8. Briefly explain various determinants of problem recognition.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Explain the steps involved in selecting research problems for an exploratory market research study.
10. Explain the sources of secondary data? What are their advantages and limitations?
11. Discuss the application of marketing research in analyzing competition and customer for FMCG firms.
12. Does the term "Motivation research" refer to a set of motivational research subject of producers (or) to "Motivation" as a subject? Discuss.
13. Briefly explain the determinants of consumer behaviour.
14. Who is an opinion leader? What is the role played by the opinion leader in consumer behaviour?
15. Explain market segmentation.
16. Write short notes on :
 - (a) Social class
 - (b) Social groups
 - (c) Family.

PART C — (20 marks)

Compulsory

17. A retailer wants to measure the effects of two variables on the sales of Ariel Washing Powder. The variables are position on the Shelf and promotion. To check out the effects, he conducts an experiment in his retail store. He changes the position of the Ariel on his shelf every week. He first places the Ariel on the left side of the shelf for a week, then on the right side of the shelf for another week, and in the third week without running any promotions. For weeks 4, 5 and 6, he runs a sales promotion campaign and repeats the three positions on the shelf-left, right and middle. Weekly sales for all six weeks of the detergent are tabulated. He then repeats the whole experiment twice for twelve weeks - 6 weeks with a promotion and 6 weeks without a promotion. The data in kgs of Ariel Sales for the 18 weeks are as follows:

Weeks	Ariel sales (kg)	Promotion	Self position
		On/Off	
1	60	Off	Left
2	52	Off	Right
3	38	Off	Middle
4	100	On	Left
5	86	On	Right
6	95	On	Middle

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Weeks	Ariel sales (kg)	Promotion On/Off	Self position
7	70	Off	Left
8	45	Off	Right
9	41	Off	Middle
10	92	On	Left
11	75	On	Right
12	84	On	Middle
13	75	Off	Left
14	65	Off	Right
15	55	Off	Middle
16	88	On	Left
17	76	On	Right
18	80	On	Middle

Suggest suitable marketing strategy based on the findings of the above experiments.
