


PCMR INSTITUTE OF TECHNOLOGY		USN						 <small>CELEBRATING 25 YEARS</small> CMRIT <small>CMR INSTITUTE OF TECHNOLOGY, BENGALURU</small> <small>ACCREDITED WITH A+ GRADE BY NAAC</small>	
Internal Assessment Test - II									
Sub:	MARKETING RESEARCH ANALYTICS						Code:	20MBAMM304	
Date:	09-02-2023	Duration:	90 mins	Max Marks:	50	Sem:	III	Branch:	MBA
SET - 2								Marks	OBE
								CO	RBT
Part A - Answer Any Two Full Questions (2* 20 = 40 marks)									
1 (a)	<p>What is Data base & Data warehousing?</p> <p>A database stores the current data required to power an application. A data warehouse stores current and historical data from one or more systems in a predefined and fixed schema, which allows business analysts and data scientists to easily analyze the data.</p>						[03]	L1	CO3
(b)	<p>Classify different types of data base and its nature.</p> <p>A database is a collection of data or records. Database management systems are designed to manage databases. A database management system (DBMS) is a software system that uses a standard method to store and organize data. The data can be added, updated, deleted, or traversed using standard algorithms and queries.</p> <p>Types of Database Management Systems</p> <p>There are several types of database management systems. Here is a list of seven common database management systems:</p> <ol style="list-style-type: none"> 1. Hierarchical databases 2. Network databases 3. Relational databases 4. Object-oriented databases 5. Graph databases 6. ER model databases 7. Document databases 8. NoSQL databases 						[07]	L4	CO3
(c)	<p>What is MDSS and assess its significance in Marketing decisions</p> <p>A system used to manipulate a collection of data to interpret and explore potential business scenarios in order to make management decisions. Marketing decision support systems (MDSS) are considered by some businesses a key tool in gaining the edge over competitors. MDSS can be used to assist, rather than supersede, employee decision makers in the complicated scenarios which are common in marketing.</p> <p>A MKDSS is used to support the software vendors' planning strategy for marketing products. It can help to identify advantageous levels of pricing, advertising spending, and advertising copy for the firm's products. This</p>						[10]	L5	CO3

	helps determine the firm's marketing mix for product software.			
2 (a)	<p>What is distribution research?</p> <p>Distribution Research refers to the collection and analysis of information related to the sales of a product or brand and its distribution through various retail channels so as to enable the management make better decisions</p>	[03]	L1	CO4
(b)	<p>Illustrate the use of DSS in Marketing Research</p> <p>DSS helps and improves the performance of decision makers by using a computer system. One of the most important and useful things about a system like this is that it lets the business look forward instead of being stuck and trying to examine the past to get answers to complex questions.</p> <p>A marketing decision support system is a system or method that can be employed to aid in evaluating possible marketing strategies and ultimately arriving at the decision considered in the best interests of the company. Sometimes referred to as a MKDSS, this strategy will pull on a number of resources in order to identify and project the outcome of several different business scenarios. Resources such as the information technology available to the company, marketing data that is gathered over a period of time, and even the modeling techniques used to come up with the projects are all part of this type of system.</p> <p>The type of data collected for use in a marketing decision support system will vary slightly, based on the type of goods and services sold by the client, and the configuration of the markets in which those products are sold. In terms of the market data that is collected, just about every approach will include gathering data regarding the cost of advertising using different forms of media, the impact of different unit prices on the sale of the products themselves, and even ideas on how to structure the advertising copy that serves as the basis for the campaign. Various types of software are used to allow easy input of the collected data, and then arrange that data into useful packets of information that can be applied to a variety of different scenarios. Using this method, it is possible to predict with a great deal of reliability what would happen if a particular scenario were chosen and pursued.</p>	[07]	L3	CO3
(c)	<p>Explain different benefits of distribution research and how it helps in selecting distribution strategies in marketing.</p> <p>Companies often look for new ways to generate sales, increase revenue margins and scale their business. Establishing an effective distribution strategy can help companies reach a wider audience of potential consumers and reduce the costs associated with marketing and delivering their products. If you work in distribution or marketing, then learning more about different distribution strategies may benefit you.</p> <p>A distribution strategy is a method of delivering goods or services to consumers or end-users. Companies may distribute their goods and services through direct or indirect distribution strategies. Some organizations choose to use multiple</p>	[10]	L3	CO4

	<p>distribution methods to deliver their goods or services to different types of consumers.</p> <p>For example, if you're selling recliners and want to appeal to people over the age of 60, you might decide to sell your product directly through a catalog. However, if you want to appeal to a younger customer base, you might decide to sell your recliners indirectly by working with a third-party retailer.</p>			
3 (a)	<p>What is Product Research?</p> <p>What is product research? Product research is the process of gathering information about your product's purpose, development direction, and which solutions you should offer to create customer delight</p>	[03]	L1	CO4
(b)	<p>Analyze different situations where businesses conduct B2B marketing research?</p> <p>Business-to-business enterprises must understand their industries in great detail if they hope to succeed and remain competitive. B2B market analysis and market research provide insights on customers, competitors, opportunities, and risks in a given sector.</p> <p>Many business owners are familiar with market analysis and research as components of funding requests. However, businesses also perform regular market analyses for their own benefit. Companies want to understand the marketplace, and thorough research helps them identify risks and opportunities. In this article, we will discuss two types of research: market analysis and market research.</p>	[07]	L4	CO4
(c)	<p>Illustrate different functions of media research</p> <p>It is also called “Audience Research”. It provides information regarding the popularity & effectiveness of each advertising medium & the comparative position of the cost of advertising in each medium. This facilitates the selection of the most suitable media mix for the benefit of the advertiser.</p> <p>Functions of media research:</p> <p>Three major functions of media research & these are:</p> <ul style="list-style-type: none"> • Vehicle distribution. • Vehicle exposure & • Advertising exposure. <p>• Vehicle distribution:</p>	[10]	L4	CO4

	<p>If refers to the number of copies of newspaper or magazine circulation in a particular region or throughout the country. In case of T.V. it refers to the no. of programmes distributed on each channel.</p> <p>Vehicle exposure:</p> <p>It refers to the kind of people expose to newspaper or T.V.</p> <p>Advertising exposure:</p> <p>If refers to the no. of people exposed to the advertising message.</p>			
Part B - Compulsory (01*10=10 marks)				
4	<p style="text-align: center;">Case Study – Annapurani Vegetarian Restaurant</p> <p>The Founder of Annapurani Vegetarian Restaurant (AVR), a popular restaurant chain in Chennai, wanted to increase the number of repeat customers and new customers and to know the potential for opening the restaurant business overseas. When he decided to approach a consultant, his son, Arun Kumar (Arun) intervened and convinced Senthil that he would take up the project of increasing repeat customers and new customers, along with his friends. However, as Senthil was not satisfied with the analysis report he decided to approach a professional marketing research consultant for his overseas business expansion. Sethu Raman (Sethu), a Marketing Research Consultant, agreed to take this research project. However, Sethu quoted the research would take more time as it is different from usual marketing research and there would be few challenges in doing marketing research in foreign countries.</p> <p>Question:</p> <p style="padding-left: 40px;">Design a Consumer Market Research for the above case and explain various steps involved.</p>	[10]	CO4	L6

Course Outcomes (COs)		PO1	PO2	PO3	PO4	PO5
CO1:	Identify different emerging technologies					
CO2:	Select appropriate technology and tools for a given task					

CO3:	Identify necessary inputs for application of emerging technologies	1a 1c	1b			
CO4:	Understand the latest developments in the area of technology to support business	2a 3a	2b 2c 3c			3b 4

Cognitive level	KEYWORDS
L1 - Remember	list, define, tell, describe, recite, recall, identify, show, label, tabulate, quote, name, who, when, where, etc.
L2 - Understand	describe, explain, paraphrase, restate, associate, contrast, summarize, differentiate interpret, discuss
L3 - Apply	calculate, predict, apply, solve, illustrate, use, demonstrate, determine, model, experiment, show, examine, modify
L4 - Analyze	classify, outline, break down, categorize, analyze, diagram, illustrate, infer, select
L5 - Evaluate	asses, decide, choose, rank, grade, test, measure, defend, recommend, convince, select, judge, support, conclude, argue, justify, compare, summarize, evaluate
L6 - Create	design, formulate, build, invent, create, compose, generate, derive, modify, develop, integrate

PO1–Theoretical Knowledge; PO2–Effective Communication Skills; PO3–Leadership Qualities; PO4 –Sustained Research Orientation; PO5 –Self-Sustaining Entrepreneurship

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