



Third Semester MBA Degree Examination, June/July 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. What is Marketing Decision Support System? (03 Marks)
b. Explain the nature and scope of Marketing Research. (07 Marks)
c. Explain in detail the concept and components of Marketing Intelligence (MI). (10 Marks)
- 2 a. Elaborate the ethical considerations in Marketing Research. (03 Marks)
b. Describe the process of predictive analytics. Discuss its applications. (07 Marks)
c. Discuss in detail the process and application of Marketing Research in the area of Consumer Market Research and Promotion Research. (10 Marks)
- 3 a. What is Sales Analysis and Forecasting? (03 Marks)
b. Discuss the three V's Data Analytics. (07 Marks)
c. Explain in detail the steps involved in the designing and implementation of Marketing Research Projects. (10 Marks)
- 4 a. What is Business – to – Business Market Research? (03 Marks)
b. Elaborate the various ways to gather Consumer data. (07 Marks)
c. Explain in detail the benefits of predictive models and the applications of predictive analysis in Marketing Research. (10 Marks)
- 5 a. What is Product Research? (03 Marks)
b. Explain the Domain of Marketing Intelligence. (07 Marks)
c. Explain process of Analysis and Diffusion of products and its impact on Adoption decisions. (10 Marks)
- 6 a. Discuss the limitations of Marketing Research. (03 Marks)
b. What is the difference between Marketing Intelligence and Marketing Research? Can they be used together? Explain. (07 Marks)
c. Explain the Myths, Misconceptions and Methods of Big Data by Stenen Finlay. (10 Marks)
- 7 a. Discuss the situations when Marketing Research is necessary. (03 Marks)
b. Describe the various types of Data Base available for a marketer. (07 Marks)
c. What is Media Research? What are the criteria that a company has to evaluate while considering a particular media alternative? (10 Marks)

8 CASE STUDY (Compulsory) :

Parryware is a range of premium sanitary ware produced and marketed by EID Parry, a part of the Rs 3500 crore Murugappa group based in Chennai. It is the leading player in ceramic sanitaryware business in India. In the recent past, it has increased its share of sanitary business through acquisition of Johnson Peddar (I) Ltd.

Parryware was the first to tap into the growing 'home consciousness' of the Indian consumer and attempted to bring sanitary ware into the realm of conscious brand choice.

However over the past few years there have been many brands of sanitary ware and tiles that have also begun marketing their products in a similar manner. The sanitary ware market is also getting highly competitive with new entrants into the scene. There are brands like Cera and Hindware which occupy the mass end of the market being competitive in price. Also expected is the entry of up market MNC brands flooding the top of the market.

The sanitary ware market can be basically divided into two categories. These are the Premium Category and Secondary Category. To keep up with the present competitive market, the Premium Category is further subdivided into two categories.

→ Leader such or Parryware, Hindware , Cera.

→ Leggards such as Johnson Peddar, Rassi Neyeer.

On the other hand, the Secondary Category is further sub – divided into categories having the following characteristics :

→ Secondary A : Higher quality standards cost of production and selling too are high.

→ Secondary B : This Category tends to follow low, cost , low price model of manufacturing and sales – the brand is incidental.

In this scenario Parryware felt a need to re-examine what consumers feel about bathroom and sanitary ware. The Company has approached you, the research consultant to ascertain whether there has been any significant change in the perception of bathrooms and bathroom fittings in the last decade.

Questions :

- a. List out the objectives of your research study. (05 Marks)
- b. Discuss the Research methodology that will be adopted by you highlighting the sample design. (05 Marks)
- c. Design a Questionnaire to collect primary data to examine the significance of the bathroom in a consumer's mind and include the psychographical profile of the users, competitive users and non – users based on their attitude, lifestyle, occupation and significance attached to their bathroom. (10 Marks)

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