

MS-66

MANAGEMENT PROGRAMME

Term-End Examination

June, 2009

MS-66 : MARKETING RESEARCH

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

Note : *This paper consists of two Sections A and B. Attempt any three questions from Section A. Section B is compulsory. All questions carry equal marks.*

SECTION - A

1. A large public sector bank is loosing its retail customers. It has decided to conduct a market survey among the list customers to understand the profile of customers who are leaving the bank and their reasons of leaving. Design a questionnaire to conduct such a survey.
2. What is Qualitative Research ? Discuss in detail any two methods of conducting Qualitative Research.

3. What are the main differences between correlation and regression techniques of data analysis ? When shall you recommend the use of each of these techniques ?
4. Write short notes on *any three* of the following :
- (a) Data Scales
 - (b) Longitudinal Research
 - (c) Sources of secondary data
 - (d) Non - Probability Sampling Methods
(Any two)
 - (e) Multi Dimensional Scaling (MDS)

SECTION - B

5. *Study the case given below and answer the question given at the end :*

MICRON Ltd.

Micron Ltd. is a consumer durable products company marketing a range of products in India. Looking at the competition among different types of consumer durables it had decided to specialise in Microwave Ovens. They justified this choice as its penetration in Indian markets is very low while in most of the developed countries it has reached practically every household. They saw no reason as to why an Indian housewife should not go for quick, frying free and uniform cooking.

Sales of Micron microwave ovens did not pick up in first few years. Then they resorted to price reductions. After trying all possible cost cutting measures they had reached to almost the rock bottom of prices. Still the sales were not picking up and long hoped growth phase of the product life cycle remained illusive. This was so after about two decades of the launch of product in India.

It was suggested that the product was not taking off as it does not suit Indian cooking habits like deep frying and cooking fresh meals all the time.

This prompted the management to think of repositioning the product as a reheating gadget rather than primary cooking equipment. They were also thinking about alternative distribution methods. This was necessary as with the low prices and margins the retailers were not very keen about giving the right amount of attention and efforts that the product required for selling to the customers.

The management of Micron Ltd., was looking for appropriate market research to provide sound and logical answers to the questions in their mind.

Question : Prepare a marketing research proposal to help Micron Ltd.

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