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Question Paper Code: 96C01

B.E./B.Tech. DEGREE EXAMINATION, NOV 2023

Sixth Semester

Computer Science and Business Systems

19UCB601- MARKETING RESEARCH

(Regulations 2019)

Duration: Three hours   Maximum: 100 Marks

Answer ALL Questions

PART A - (20 x 1 = 20 Marks)

1. The essential criteria for effective segmentation is_____.   CO1-U

    (a) Measurability   (b) Homogeneity   (c) Profitability   (d) All of above

2. Products seen as having extension potential into other markets_____.   CO1-U

    (a) Multinational Products   (b) Global Products

    (c) Local Products   (d) International Products

3. Marketing is applicable in _____.   CO1-U

    (a) Events   (b) Goods   (c) Property   (d) All of above

4. Which of the following is not an element of demographic segmentation?   CO1-U

    (a) Population density   (b) Income   (c) Family size   (d) All of above

5. Which of the following is known as market aggregation?   CO1-U

    (a) meta marketing   (b) mass marketing   (c) mega marketing   (d) Demarketing

6. Under _____ marketing every customer is treated as unique.   CO1-U

    (a) viral   (b) Word of mouth   (c) one-on-one   (d) guerilla

7. A product with the _____ is a green product.   CO1-U

    (a) ISI Mark   (b) Ecomark   (c) Agmark   (d) None

8. The first two steps in the consumer adoption process are _____ and _____.   CO1-U

    (a) Adoption, desire   (b) Interest, evaluation

    (c) Awareness, interest   (d) Interest, adoption

9. What is sales representative research?   CO1-U

    (a) Studying the number and location of sales representatives.

    (b) Studying the demographics of sales representatives.

    (c) Studying the effectiveness of sales representatives.

    (d) Studying the training and development of sales representatives.

10. Setting price on the basis of the competition for the product is known   CO1-U
    as_____.

    (a) Demand Based Pricing   (b) Cost Based Pricing

    (c) Value Based Pricing   (d) Competition Based Pricing

11. Analyzing consumer grievances is a part of research related to ___.   CO1-U

    (a) Price   (b) Product   (c) Promotion   (d) Behavior

12. The technological changes consist of factors related to ___ applied and   CO1-U
    the ___ and ___ uses in the production of goods and services.

    (a) Knowledge   (b) Materials, Machines   (c) All of above   (d) None of above

13. Which of the following is NOT a common method of copy testing?   CO1-U

    (a) Focus groups   (b) In-store testing

    (c) Eye-tracking studies   (d) Telephone surveys

14. This is an assumption that as price increases so does quality,   CO1-U
    and that in general price reflects quality.

    (a) Perceived value.   (b) Perceived price.

    (c) Perceived quality.   (d) Perceived risk.

15. Which of the following is a potential downside of copy   CO1-U
    testing?

    (a) It can be expensive

    (b) It can be time-consuming

    (c) It may not accurately predict real-world success

    (d) All of the above

16. Which of the following is a quantitative research method?   CO1-U

    (a) Focus group   (b) Content analysis   (c) Survey   (d) Ethnography

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17. What types of data are typically used in sales research?   CO1-U

   (a) Demographic data   (b) Transactional data

   (c) Survey data   (d) All of the above

18. What is the purpose of conducting a sales forecast?   CO1-U

   (a) To estimate the number of units that can be sold in a given time period

   (b) To evaluate the effectiveness of marketing strategies

   (c) To measure customer satisfaction

   (d) To identify potential market segments

19. Which of the following is a common sales research method for measuring   CO1-U
    customer satisfaction?

   (a) Customer surveys   (b) Competitive analysis

   (c) Sales tracking   (d) Market segmentation

20. What are some ethical considerations in sales research?   CO1-U

   (a) Protecting customer privacy   (b) Avoiding misleading or false advertising

   (c)Maintaining the confidentiality of sale.   (d) All of the above

PART – B (15 x 2= 30Marks)

21. Differentiate between marketing research and market information system.   CO1-U

22. What is demand forecasting? What are methods involved in it?   CO1-U

23. What are different promotional tools?   CO1-U

24. Common type of errors encountered in defining a market research problem   CO1-U

25. What do you mean by marketing decision support system?   CO1-U

26. Highlight advantages of undertaking international marketing research   CO1-U

27. How do you identify customer willingness to pay?   CO1-U

28. What are some ethical considerations in pricing research?   CO1-U

29. How is distributive cost analysis different from other types of cost-benefit   CO1-U
    analysis?

30. Based on the copy testing results, what changes should be made to the   CO1-U
    advertising materials?

31. What are some common media audience measurement techniques used in the   CO1-U
    industry?

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32. How do you select the appropriate media audience measurement technique for a particular media platform?   CO1-U

33. How can businesses use data visualization tools to better understand and communicate sales data?   CO1-U

34. What are some common challenges businesses may face when conducting sales research, and how can these challenges be addressed?   CO1-U

35. How can businesses use customer feedback to inform their sales research and improve their sales strategies?   CO1-U

PART – C (5 x 10= 50Marks)

36. (a) "Preparing and presenting the research report is an essential in a good research" –Discuss with mostly occurred and non-occurred facts.   CO2-App   (10)

<div align="center">Or</div>

    (b) XYZ power Ltd . set up a factory for manufacturing solar lanterns in a remote village as there was no reliable supply of electricity in rural areas. The revenue earned by the company was sufficient to cover the costs and the risks .the demand of lanterns was increasing day by day ,so the company decided to increase production to generate higher sales . For this they decided to employ people from the nearby village as very few job opportunities were available in that area. The company also decided to open schools and crèches for the children of its employees.
i. Identity and explain the objectives of management discussed above.
ii. State and two values which the company wanted to communicate to the society .   CO2-App   (10)

37. (a) You are working for a company that wants to introduce a new line of eco-friendly household cleaning products. What steps would you take to research the market and ensure that the new product line will be successful?   CO2-App   (10)

<div align="center">Or</div>

    (b) Your company is developing a new line of outdoor equipment for hiking and camping. How would you conduct concept testing to determine whether the equipment meets the needs of outdoor enthusiasts and adventurers?   CO2-App   (10)

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38. (a) A food and beverage company wants to improve its supply chain CO2-App (10)
efficiency and reduce costs.
(i) How would you conduct distribution research to identify the
most effective distribution methods and logistics partners?
(ii) What are the different types of distribution methods available,
such as direct delivery, third-party logistics, and drop-shipping, and
how do they differ in terms of cost, speed, and reliability?

Or

(b) A fashion retailer is considering expanding its business by opening CO2-App (10)
new stores.
(i) How would you conduct research to determine the optimal
number and location of the new stores?
(ii) What are the different factors that should be considered when
deciding on the number and location of new stores, such as
demographics, competition, accessibility, and rent costs?

39. (a) How can advertising research inform the creative development CO1-U (10)
process? Explain in detail.

Or

(b) How can advertising research be used to inform media planning and CO1-U (10)
buying? Explain in detail.

40. (a) Your company is considering launching a new advertising CO2-App (10)
campaign to increase sales. What research would you conduct to
determine the most effective messaging and channels to reach your
target audience? How would you use that information to develop
the campaign?

Or

(b) You are the sales manager for a retail company that sells clothing CO2-App (10)
and accessories. Your boss has asked you to provide a sales forecast
for the upcoming holiday season. How would you approach this
task?

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