



12/12/16

**School of Management**  
**Final-Term Examination, 2016**  
**MMS-526 Marketing Research**  
**MBA-3<sup>rd</sup> Semester**

*Time Allowed: 3 Hours*

*Maximum Marks: 50*

**Section-A**

**Q.1 Compulsory question:**

**(16)**

**Case Study**

Pradip Sinha CEO of Nextgen Media Ltd. was in midst of a major decision exercise for launching 'NextGen Morning - Star' a new English daily. He was looking at the recently released IRS press note on IRS 2006 data, which stated, "Reach of mass media seems to have stagnated in the last three years. Press reach has been hovering around at 24 per cent, TV at 55 per cent, Radio at 21 per cent and Internet at 1.5 per cent at the All India level. In urban India, Press and TV have actually declined in the last three years".

Comparing reach of media of IRS 2006 R 1 with that of IRS 2005 R 1, Press has grown by 5.7 per cent, TV by 7.2 per cent, C and S by 13.5 per cent and Radio has increased by 5.4 per cent. FM Radio has increased by 21 per cent and Cinema by 21.5 per cent, Internet showing a modest growth of 6.8 per cent.

"The numbers clearly show that only Press has shown a marginal drop in reach in the recent IRS round, while all other mediums have registered healthy growth. However, if you compare the current Press reach with that of IRS 2005 R1, there is a decent growth of 5.7 per cent. Thus, press reach has increased over the period. To understand trends in mass media reach, Sinha looked at the combined reach of 'TV and Press'. It has consistently shown growth across the past three rounds. Thus, the reach of mass media is increasing".

As per the data, the combined reach of TV and Press has grown by 9.5 per cent since IRS 2005.

"The overall reach of mass media is on the rise, as one would expect due to increasing literacy levels. The relative share of each medium may vary depending on technology and market developments. For example, sudden increase in the number of 24 hour news channels, free internet editions, level of promotions and so on. Even as IRS emphasises that media reach has increased in the last year, a point to be noted is that mass media consumption is still stagnating. Sinha also noted that there is a general decline or stagnancy in very large genres and vehicles. The top five programmes on STAR Plus have gone down on their TVRs by 10 per cent year over year.

With this data working on his mind Sinha called his VP-marketing Vinod Gupta to help him make the major impending decision to go for a new next- Generation news paper in Mumbai which will not only compete with the main stream national dailies from Mumbai but also compete with the business dailies with a exclusive supplement on money matters.

Gupta opined the need to be Niche player with focus marketing to the growing middle class population with investment habits in the country. He also opined the need to go for a thorough Market Research study to help them in this major business decision.

You have been retained by Mr. Gupta to help Nextgen Media to help them thro a Market Research on the marketing problem.

**Questions:**

- (1) What is the marketing problem here and what should be the Hypothesis?
- (2) Work out the secondary sources for this study.
- (3) What will be your sample frame, sampling Unit and Sampling Technique? Justify your recommendation.

**Section-B**

**Q.2 Write short notes on any 4 (four) :-**

**(2.5\*4=10)**

- (a) Types of Research
- (b) Exploratory Research design
- (c) Advantages of primary data
- (d) New Product Development
- (e) Uni-variate Analysis

**Section- C**

**Q.3 Attempt any 3:-**

**(8\*3=24)**

- A. Define marketing research? Examine its characteristics. Are there any limitations in marketing research? Discuss.
- B. What do you mean by testing hypothesis? What are the steps involved in testing a hypothesis?
- C. Define research report and explain its purpose. What are the essential characteristics of a good research report?
- D. A study was undertaken to assess the customer satisfaction on particular brand of television. Draw a suitable questionnaire to collect the primary data from the respondents.