



DOON UNIVERSITY, DEHRADUN

End Semester Examination, 2015

School of Management

(MBA-2years III Semester)

Course: MMS 526 Marketing Research

*Time Allowed: 3 Hours*

*Maximum Marks: 50*

*(Note: Attempt all sections.)*

*Section A*

*(10)*

**MARKETRIX- INDIAN WAY (A CASE OF NIRMA)**

In 1969, Karshan bhai Patel, a chemist manufactured detergent powder and sold it locally. He priced it for Rs 3.50 per Kg, while the market leader HLL priced its product Surf for Rs 15 per Kg. Later, when the market price picked up, he named the powder Nirma Washing powder. Initially, Nirma was operating in a niche market, targeting low income people, and then by 1985 it had a good brand image from many parts of company. To have a competitive edge over its competitors, it always went for cost reduction. It reduced the cost through backward integration, low labour, eliminating intermediaries, superior technology, having its own printing and packing facilities. It had wide distribution network which consists of 400 distributors and more than 2 million retailers. To maintain its customer base, it decides to enter the premium segment. Alarmingly, his success never seems to follow him there. It eventually ended up in failure.

Nirma priced its product in premium segment, lower than its competitor's products. Its spending on advertisements is comparatively less. Nirma had a brand image of cheap product. It was not able to penetrate in the urban market with lower price image and poor communication strategies.

Questions:

- a) Define product research & elaborate various steps for new product development in relevance with the above case?
- b) Which type of marketing research is applied over here? Give reason in support of your answer.

**Section B**

**(2\*5)**

**Write short notes on the following:**

1. Basic Vs Applied Research
2. Research Design
3. Types of scales of attitude measurement
4. Data Analysis & Interpretation
5. Hypothesis testing

**Section C**

**(10\*3)**

**Attempt all questions:**

1. What do you understand by product research & promotion research? Discuss various post testing methods of measuring advertising effectiveness.
2. What do you understand by sampling process? Explain the significance of editing, coding, classification & tabulation in research.
3. Discuss various types & functions of marketing research agencies.