



**DOON UNIVERSITY, DEHRADUN**  
**Mid Semester Examination, Third Semester, 2014**  
**School of Management**  
**MBA (2 yrs. III Sem.)**  
**Course: MMS-526: MARKETING RESEARCH**

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*Time Allowed: 1.5 Hours*

*Maximum Marks: 30*

*Note: Attempt All Sections A, B, C.*

SECTION: A *Attempt any five questions*

(Marks: 1\*5)

1. Research problem
2. Basic research
3. Application of marketing research
4. Marketing research process
5. Continuous panel
6. Focus group
7. Benchmarking

SECTION: B *Attempt all questions*

(Marks: 5\*2)

Q1. Cadbury is planning to launch a new line of chocolates and wants to access the market size. The chocolates have a mixed coca- pineapple flavor and will be targeted at the premium end of market. *What kind of research design is appropriate and why?*

Q2. ABC Inc. is a chain of fast- food restaurants located in major metropolitan area in south. Sales have been growing very slowly for the last two years. Management has decided to add some new items to its menu. But first they want to know more about the customers and their preferences. *What kind of research design is appropriate and why?*

SECTION: C *Attempt all questions*

(Marks: 5\*3)

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) Distinguish between concept research & product research?
- b) Elaborate the cost reduction technique adopted by Nirma?
- c) Explain the kind of marketing research applied in the case?