**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**THIRD TRIMESTER (Batch 2020-22)**

**END TERM EXAMINATION, MAY-2021**

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| --- | --- | --- | --- |
| Course Name | **Business Research Methods** | Course Code | **OM 301** |
| Max. Time | **2 hours** | Max. Marks | **40** |

**INSTRUCTIONS:**

**This paper has three (3) pages and six (6) questions. You are required to answer all questions based on the caselet given below**

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The Truhealth Foods is a successful manufacturer of gourmet pasta and sauce with an emphasis on healthy, high-quality ingredients. The company has successfully taken advantage of growing consumer demand for “home meal replacements” and whole grain pastas that are healthy. By introducing a new refrigerated pasta and sauce line called Cucina Freshca, Truhealth has grown revenue quickly and enjoyed a fast-mover advantage against its primary competitor in gourmet pasta. Market research from BASES, a Jaipuria Institute of Management Indore students’ initiative, was critical in the decision-making process for fresh pasta. The company now seeks to extend the Cucina Freshca line to include refrigerated pizza and has developed a new whole grain pizza crust. The market for healthier pizza appears to be a growing opportunity, with the local pizzarias adding it to their menus. Based on its refrigerated pasta experience, Truhealth is focused on beating its competitor to market. Again the company employs BASES to conduct market research, testing both the concept (as with the pasta) and the product itself through take-home trials. Truhealth has currently a customer base of about 20,000. With the market research findings in hand, Truhealth management will decide whether to proceed.

**Questions.1**

Identify at least three business problems and translate them into business research problems.

**(6 Marks)**

**Questions.2**

Construct at least three interesting hypotheses based on your answer in Question-1 above.

**(6 Marks)**

**Questions.3**

What research methods would you recommend to obtain the needed information or to test the hypotheses and why would these be the best methods?

**(6 Marks)**

**Questions.4**

Who would you target to conduct the research and how they would be reached?

**(6 Marks)**

**Questions.5**

You planned to conduct a survey of 500 respondents with an expectation of 95% confidence level and 4% margin of error. Assuming 50% will favor your proposal, present an argument, with appropriate calculations, to either retain or change the sample size.

**(6 Marks)**

**Questions.6**

Assume that you just finished the fieldwork on a quantitative study to assess customer liking of healthier pizza. A representative sample of 400 customers completed the survey. Respondents were asked to rate their overall liking of the refrigerated healthy pizza. The survey also asked them to rate several attributes related to their price-value behavior, brand loyalty and intention to purchase the new pizza. The results obtained are shown below.

Table-1: Overall Liking of the Concept

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Dislike very much |  |  |  | Like Very much |
| 1 | 2 | 3 | 4 | 5 |
| Overall Liking | 5% | 12% | 13% | 40% | 30% |

Table-2: Price-value behavior

|  |  |  |
| --- | --- | --- |
|  | Frequency | % |
| I like pizza of highest quality. | 195 | 49% |
| The Pizza price must not create any doubt about its quality | 185 | 46% |
| I look for ads for store specials that sells pizza on discount. | 20 | 5% |
| Total | 400 | 100 |

Table-3: Brand Loyalty

|  |  |  |
| --- | --- | --- |
|  | Frequency | % |
| We always buy the same brand of pizza | 180 | 45% |
| We buy pizza from a few brands | 168 | 42% |
| We buy pizza from many different brands | 44 | 11% |
| Only price matters for us in buying pizza | 8 | 2% |
| Total | 400 | 100 |

Table-4: Purchase Intention

|  |  |  |
| --- | --- | --- |
|  | Frequency | % |
| We will definitely buy the new pizza as soon as it is available | 52 | 13% |
| We will watch and see how it goes in the market before buying | 240 | 60% |
| We will buy eventually when the price comes down | 28 | 7% |
| I do not eat pizza usually | 80 | 20% |
| Total | 400 | 100 |

1. List three key findings of the research based on the results shown above.

**(6 Marks)**

1. Interpret the findings based on the business problems outlined in the Question 1.

**(4 Marks)**

**\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\* END OF EXAMINATION\*\*\*\*\*\*\*\*\*\*\*\*\*\*\***