**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**FOURTH TRIMESTER (Batch 2021-23)**

**END TERM EXAMINATION, NOV-2022**

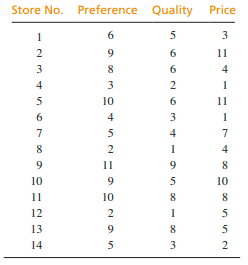
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| --- | --- | --- | --- |
| Course Name | **Marketing Research** | Course Code | **MKT 40131** |
| Max. Time | **2 hours** | Max. Marks | **40** |

**INSTRUCTIONS:**

Answer to all questions.

**Question-1 (5\*2=10 Marks)**

To understand the role of quality and price in influencing the patronage of drugstores, 14 major stores in a large metropolitan area were rated in terms of preference to shop, quality of merchandise, and fair pricing. All the ratings were obtained on an 11-point scale, with higher numbers indicating more positive ratings.



1. Run a multiple regression analysis explaining store preference in terms of quality of merchandise and price.
2. Interpret the partial regression coefficients.
3. Determine the significance of the overall regression.
4. Determine the significance of the partial regression coefficients.
5. Do you think that multicollinearity is a problem in this case? Why or why not?

**Question-2 (10 Marks)**

You have collected data from 15 respondents about performance of three brands of lipsticks, on five attributes namely color, price, long lasting nature, packaging and finish. Using discriminant analysis draw a perceptual map and Identify the point of difference and point of parity for each brand of lipstick.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Sl No | Brand | Color | Price | Long lasting | Packaging | Finish |
| 1 | Revlon | 4 | 2 | 4 | 2 | 2 |
| 2 | Revlon | 3 | 3 | 3 | 2 | 3 |
| 3 | Revlon | 3 | 3 | 2 | 1 | 1 |
| 4 | Revlon | 1 | 2 | 3 | 2 | 3 |
| 5 | Revlon | 3 | 2 | 4 | 1 | 1 |
| 6 | Maybelline | 2 | 4 | 2 | 4 | 2 |
| 7 | Maybelline | 5 | 3 | 2 | 5 | 3 |
| 8 | Maybelline | 1 | 5 | 3 | 3 | 2 |
| 9 | Maybelline | 2 | 4 | 4 | 4 | 3 |
| 10 | Maybelline | 1 | 5 | 3 | 3 | 3 |
| 11 | Lakme | 2 | 2 | 2 | 5 | 4 |
| 12 | Lakme | 1 | 1 | 1 | 3 | 3 |
| 13 | Lakme | 2 | 2 | 3 | 2 | 5 |
| 14 | Lakme | 1 | 4 | 2 | 1 | 4 |
| 15 | Lakme | 2 | 3 | 1 | 3 | 5 |

**Question-3 (2\*5 Marks)**

A consumer durable goods company wants to know various features and services the consumer perceive when purchasing through Catalogs. The purpose is to determine how the various features of catalog marketing go together in terms of its convenience features, risk-reducing features, and so on. 10 statements are made in order to measure the variables of perception. The 10 statements are given below. The respondents have to agree or disagree (1 = strongly agree, 2= agree, 3 = neither agree nor disagree, 4 = disagree, 5= strongly disagree) with each statement.

1. The company should provide toll-free numbers.
2. The reputation of the company should be good.
3. They should have discount schemes based on quantity.
4. The company should provide guarantee for the product.
5. The company should give a trial period.
6. The sales catalog should be attractive and eye-catchy.
7. The company should make on-time delivery.
8. Number of years in business is an important factor.
9. Advertisements play an important role in decision-making.
10. It should have the facility to return the goods, if not satisfied.

Refer to the data set “Q-3.xls” and answer the following questions with justification

1. How many segments can be created? Classify the existing customers into different segments and describe the characteristics of each and every cluster.
2. Classify the new customer (given in the data set) into a cluster and justify your answer.

**Question-4 (4+4+2 Marks)**

In a pretest, data on Nike were obtained from 45 respondents. These data are given in **“Q-4.xls”**, which gives the usage, sex, awareness, attitude, preference, intention, and loyalty toward Nike of a sample of Nike users. Usage has been coded as 1, 2, or 3, representing light, medium, or heavy users. The sex has been coded as 1 for females and 2 for males. Awareness, attitude, preference, intention, and loyalty are measured on 7-point Likert type scales (1 - very unfavorable, 7 - very favorable). Note that five respondents have missing values that are denoted by 9. Analyze the Nike data to answer the following questions. In each case, formulate the null and the alternative hypotheses and conduct the appropriate statistical test(s).

a. Obtain a frequency distribution for each of the following variables and calculate the relevant statistics: awareness, attitude, preference, intention, and loyalty toward Nike.

b. Do the males and females differ in their awareness for Nike? Their attitude toward Nike? Their loyalty for Nike?

C. Does awareness, attitude, preference of Nike follow a normal distribution?