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| **C:\Users\ADMIN\Desktop\j.png** | **JAIPURIA INSTITUE OF MANAGEMENT, INDORE**  Post Graduate Diploma in Management |
| **Course Title: Marketing Research, (Course Code: 30704)**  **End-Term Examination, Term - V (January, 2023)** | |
| **Time Duration : 2 Hours Total Marks: 40** | |

***General Instructions*:**

1. *Answer the questions as directed. The break-up of the marks is given wherever necessary.*
2. *Marks against each question is indicated to its right.*
3. *Answer all the questions of a ‘Section/Question’ at one place in continuation.*
4. *Answers should be brief and to the point.*
5. *Do not write on the question paper except your roll number.*
6. *This is an Open Book Examination. (Only hard copy material is allowed)*
7. *Please answer the questions bases on your analysis of the Report: The state of grocery retail in India*
8. *There are 4 questions. All questions are compulsory.*
9. *Please check all pages of the case for completeness and readability.*

**Answer all questions based on the report provided**

**Q1.** Suppose you are the Marketing Manager of XYZ limited and you are provided to make changes to your available products based on the research output. Evaluate the report and select major recommendations to offer to the company. (*Assume any product/service)* (CLO 3) **(10 marks)**

**Q2** Analyze the Research Report and provide a brief summary as per your understanding? Also mention the key research objectives of the report provided. (CLO 1) **(10 marks)**

**Q3.** Analyze the research findings? Did anything surprise you as major finding as per your evaluation. (CLO 1) **(10 marks)**

**Q4.** Reflect upon the results of the report and reflect upon the consumer journey across online and offline channels for a new product/service development in the omni-channel domain. (CLO 3) **(10 Marks)**