**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**FOURTH TRIMESTER (Batch 2019-21)**

**END TERM EXAMINATION, OCT- NOV-2020**

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| Course Name | **Marketing Research** | Course Code | **MKT504** |
| Max. Time | **2 hours** | Max. Marks | **40** |

**INSTRUCTIONS:**

This is an Open Book Examination. Calculators are Allowed.

Please answer all the questions bases on your analysis of the Research Paper: **Do young consumers buy country made products? Evidence from India**

There are 5 questions. All questions are compulsory. Kindly check the same on Moodle. Question No 1, 3 and 5 carries 10 marks (Maximum) each. Question No 2 and 4 carries 05 marks (Maximum) each.

Please check all pages of the case for completeness and readability.

**Question.1 (10 Marks)**

Suppose you are a Marketing Manager of XYZ limited and you are provided to make changes to your available products based on the research output. Select major recommendations to offer to the company? (*Assume any product/service)*

**Question.2 (5 Marks)**

Examine the Research Report and provide a brief summary as per your understanding?

**Question.3 (10 Marks)**

After reviewing the data in the research paper, what do you see as the latest problems in the field of topic? What other tests for data collection you can suggest to defend the analysis.

**Question.4 (5 Marks)**

Examine the research findings? Did anything surprise you as major finding.

 **Question.5 (10 Marks)**

Examine ways in which the authors have concluded their findings? Provide a note on various results and their uses in analysis.