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School of Management and Business Studies
Department of Management
Even Semester Examination - July 2023
MBA-IV Semester
MBA-OUE- 23
Advanced Marketing Research & Data Analytics

Roll No...

Duration: 3 Hour

Max.Marks -75

(15X5=75)

Note: *Attempt any Five Questions, All questions carry equal marks*

Q1: An apparel company in Jammu and Kashmir named *Qoraab* which specializes in traditional Kashmiri clothing and designs, plans to have a new product line catering to their younger consumers. As the company has no prior experience in modern and contemporary designs meant for the youth population, it is clueless about what kind of product will be liked by this target audience. The company tries to explore all the factors that affect the purchase decision of the youths and also tries to draw finer insights regarding the product attributes considered by this segment.

- a) Describe your study in detail, thoroughly explaining the research design, sampling plan, data collection procedures for your research design.

Q2: It has been observed that increased use of social media and virtual gaming etc. is adversely impacting the physical, social and psychological wellbeing of children. Design a questionnaire to conduct the survey for the above-mentioned research problem

Q3: You are required to conduct a focus group discussion on the awareness, understanding and perception of youths towards sustainable consumer behavior and sustainable fashion apparel. Provide a tentative Guide for Focus Group Discussion.

Q4: Write Short notes on any **THREE**

- a) Grounded Theory
- b) Plagiarism
- c) Big data
- d) In depth interviews

Q5: Qualitative research has its own set of advantages over quantitative research in studying human behavior. Elaborate upon the statement by taking example of any qualitative research technique of your choice.

Q6: Data is the most important tool that a company/brand can use to not only acquire but also to retain the customers”. Elaborate on the following statement, choosing any sector of your choice and discussing the relevance and types of CRM strategies adopted by the companies.

Q7: Elaborate upon the non-probability sampling techniques with examples.

Q8: During COVID people used different coping mechanisms to deal with the uncertainty and fear. A study was conducted to understand the relationship between stress and fear experienced by people during COVID with their spiritual and religious coping mechanisms. The following correlation output was calculated:

		Fear_Score	Spiritual coping	Stress Score	Religious coping
Fear_Score	Pearson Correlation	1	-.166*	.453**	-.544**
	Sig. (2-tailed)		.018	.000	.000
	N	204	204	204	204
Spiritual coping	Pearson Correlation	-.166*	1	-.275**	-.110
	Sig. (2-tailed)	.018		.000	.117
	N	204	204	204	204
Stress Score	Pearson Correlation	.453**	-.275**	1	-.527**
	Sig. (2-tailed)	.000	.000		.000
	N	204	204	204	204
Religious coping	Pearson Correlation	-.544**	-.110	-.527**	1
	Sig. (2-tailed)	.000	.117	.000	
	N	204	204	204	204

- Identify the variables of study
- State the null and alternate hypothesis
- Interpret the SPSS output of Correlation.