

**DEPARTMENT OF MANAGEMENT
SCHOOL OF MANAGEMENT & BUSINESS STUDIES
JAMIA HAMDARD**

Even Semester Examination (Online) June 2021

MBA [Semester IV]

Paper Name: Advanced Marketing Research & Data Analytics
Paper Code: MBA-OUE-23

MM: 75
Time: 03Hours

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Email Id of the Assistant Superintendent of Exams: mba4june2021@gmail.com
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Note:

- Students have to submit the **Scanned hand written solutions** to the Examiner, Assistant Superintendent of Examination and Dean on the email ids as mentioned above.
- Students shall use **ruled white paper & blue ink** to write the solution. Each page must have a **serial number and the signature** of the student.
- An additional ½ an hour will be given to the examinees to scan the answer sheets, convert it into single PDF and upload it on the id's given on the question papers.
- If any two copies are found to be similar then both the copies shall be cancelled. Such students will be considered/ tried for unfair means.
- The attached PDF shall be named as follows –
Full Name-Enrollment Number-Course-Semester-Subject Abbreviation (Example: **Rabia Shaheen-2017-334-032-MBA-IV-QTM**) and students shall also mention the same in subject line of the email & his/her answer copy also.
- Answer All Questions, each carry equal marks.

Q1: Rainbow Seven is a regional brand of water whose share of the market has remained fairly stable for the past few years. The management wants to increase brand's market share through the use of more effective advertising theme. For the last two years, Rainbow's advertising has featured a well-known Bollywood actress who presents a 'safe and secure, always' message in all the commercials.

The company knows that it needs to make the brand more progressive and needs to reposition it. Thus, wish to know the perception of consumers about Rainbow as compared to other brands in order to reposition it in a better way. There are not sure, whether a structured or un-structured approach would be better. You are required to:

- a. State the research objectives
- b. Design a formalised and unconcealed questionnaire (use different scales)

Q2: A local supermarket has experienced a decline in unit sales and little change in rupee value sales. Profits have almost vanished. The chief executive is searching for ways to revitalize the operations, was advised to increase the number of hours the market is open for business. He comes to you for advice in structuring the research problem that will provide relevant information for decision-making.

- a. Suggest the suitable research design and substantiate your choice.
- b. Clearly define the unit of analysis and variables of study.
- c. What sampling method will you adopt & why

Q3: Qualitative Research is better suited for research in the area of human resource & behavioural sciences. Justify with a help of hypothetical research situation. Explain the concept of Phenomenology, Grounded Theory & Symbolic Interactionism.

Q4: "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.

Q5: A survey was conducted by Leo Burnett to find out the impact of exposure to advertisements on the advertisement recall. Following is the SPSS output generated using ANOVA and Post Hoc-Tukey.

- a) State the null and alternate hypothesis
- b) Interpret the SPSS output of ANOVA and POSTHOC Multi comparison

ANOVA					
Do you remember the ad					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.227	3	.076	4.185	.008
Within Groups	1.733	96	.018		
Total	1.960	99			

Post Hoc

Multiple Comparisons

Do you remember the ad
Tukey HSD

(I) how many times you saw this ad in the past one week	(J) how many times you saw this ad in the past one week	Mean Difference (I- J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
0-5 times	5-10 times	.13333 [*]	.04357	.015	.0194	.2472
	10-15 times	.13333 [*]	.04327	.014	.0202	.2465
	more than 15 times	.13333 [*]	.04205	.011	.0234	.2433
5-10 times	0-5 times	-.13333 [*]	.04357	.015	-.2472	-.0194
	10-15 times	.00000	.03692	1.000	-.0965	.0965
	more than 15 times	.00000	.03548	1.000	-.0928	.0928
10-15 times	0-5 times	-.13333 [*]	.04327	.014	-.2465	-.0202
	5-10 times	.00000	.03692	1.000	-.0965	.0965
	more than 15 times	.00000	.03511	1.000	-.0918	.0918
more than 15 times	0-5 times	-.13333 [*]	.04205	.011	-.2433	-.0234
	5-10 times	.00000	.03548	1.000	-.0928	.0928
	10-15 times	.00000	.03511	1.000	-.0918	.0918

* The mean difference is significant at the 0.05 level.