

SCHOOL OF MANAGEMENT & BUSINESS STUDIES, JAMIA HAMDARD
MBA SEMESTER IV EXAMINATION, 2019
PAPER- MBA-OUE- 23
Advanced Marketing Research & Data Analytics

Time: Three hours
marks

Maximum Marks: 75

Attempt any *FIVE* out of the following. Each question carries equal marks. **(5 x15=75 marks)**

1. Your company manufactures good-quality men's clothes (overcoats, suits, sports jackets, etc.,) priced slightly higher than your competitors' brands. You are asked to conduct research to determine if men who are in your company's target market ask for specific brand when purchasing an item of apparel. You have to determine which brands they ask for and how well your company's brand compares with competitor's brands. Assuming you will use personal or telephonic interviews, what type of questions will you use, and how will you sequence your questions?
2. (a)) Choose a particular research problem/situation and suggest how you will go ahead with Quota and Cluster sampling for the same.
 (b) In the following situations, would you use a personal interview, telephone survey, or self-administered questionnaire? Give your reasons.
 - i. A poll, of students at a University on their preferences among three candidates who are running for the presidency of the student union.
 - ii. A survey of financial officers of Fortune 500 corporations to learn about their prediction for the economic outlook in their industries for next year.
3. Explain the different Qualitative Research Approaches. Explain any two qualitative research techniques.
4. Explain the following concepts with example:
 - a) Customer Relationship Management
 - b) Ethnography vs Netnography
 - c) Focus Group Discussion
 - d) APA style of Referencing
5. Differentiate between probability & Non Probability Sampling Techniques. Provide suitable examples of both.
6. Discuss the concept, type of Big Data Analysis. Elaborate upon the application of Big Data across different sectors.
7. (a) Differentiate between ordinal & interval scales with examples.
 (b) As a part of a Shopping behaviour Survey a study was done to ascertain the time spent at mall amongst the shoppers of different age groups. Kruskal Wallis test was used to analyse the data. The output is given below:
 - a) Analyse the data, state the null & Alternative Hypothesis
 - b) Draw proper inference

Ranks			
	age	N	Mean Rank
Time spent in mall	less than 16	3	34.00
	16-25	381	542.68
	26-35	180	408.59
	36-45	149	425.34
	46-55	110	234.43
	55 and above	46	183.58
	Total	869	

Test Statistics ^{a,b}	
	Time spent in mall
Chi-Square	216.165
df	5
Asymp. Sig.	.000
a. Kruskal Wallis Test	
b. Grouping Variable: age	

8. A survey was conducted by Ogilvy to find out the impact of exposure to advertisements on the advertisement recall. Following is the SPSS output generated using AOVA and Post Hoc-Tukey.

- State the null and alternate hypothesis
- 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

		Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
(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				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.