UPES
End Semester Examination, May 2025

Course: **Marketing Research**   Semester: **VI**
Program: **Integrated BBA MBA (Marketing)**   Time   : **03 hrs.**
Course Code: **MKTG3020**   Max. Marks: **100**

Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	Statement of question		**CO1**
A	What is the primary purpose of marketing research? a) To increase production capacity b) To determine staff performance c) To understand customer needs and market trends d) To improve internal IT systems	**2**	**CO1**
B	Which of the following is an example of primary data in marketing research? a) Industry reports b) Newspaper articles c) Customer feedback collected through surveys d) Government publications	**2**	**CO1**
C	In which type of sampling does each member of the population have an equal chance of being selected? a) Judgment sampling b) Stratified sampling c) Simple random sampling d) Convenience sampling	**2**	**CO1**
D	A well-constructed questionnaire should: a) Be long and complex b) Have vague and subjective questions c) Be clear, concise, and relevant to the objective d) Use only open-ended questions	**2**	**CO1**
E	What is the key disadvantage of using non-probability sampling? a) High cost b) Requires detailed population data c) Results may not be generalizable to the whole population d) Time-consuming	**2**	**CO1**

F	Which of these methods is most appropriate for measuring consumer satisfaction? a) Mystery shopping b) Observation c) Survey questionnaire d) Literature review	2	CO1
G	The dependent variable in a research study is the one that: a) Is manipulated by the researcher b) Stays constant c) Responds to changes in the independent variable d) Is never measured	2	CO1
H	Which software is commonly used for statistical data analysis in marketing research? a) Adobe Photoshop b) Microsoft Word c) SPSS d) AutoCAD	2	CO1
I	Which of the following is not a stage in the marketing research process? a) Problem definition b) Data collection c) Product manufacturing d) Report presentation	2	CO1
J	Which of the following is a quantitative research method? a) Focus group discussion b) In-depth interview c) Survey with structured questionnaire d) Ethnographic observation	2	CO1

SECTION B
4Qx5M= 20 Marks

Q 2	Statement of question		CO2
A	What is data saturation in qualitative research? How does it influence the sample size and data collection process?	5	CO2
B	Explain the key differences between quantitative and qualitative research in the context of marketing. Provide suitable examples for each.	5	CO2
C	Define secondary data. What are two advantages and two limitations of using secondary data in marketing research?	5	CO2
D	Discuss any two types of bias that may arise in marketing research and explain how they can affect the validity of results.	5	CO2

SECTION-C
3Qx10M=30 Marks

Q	Statement of question		CO3
A	A company launching a new product line wanted to test which advertising style—Emotional Appeal (Method A), Informative Appeal (Method B), or	10	CO3

Humorous Appeal (Method C)—has the greatest impact on consumer recall.

To measure this, 9 consumers were randomly assigned to view one of the three types of advertisements. Afterward, they were tested on how much product information they could accurately recall. The recall scores were as follows:

Participant	Ad Style	Recall Score
1	Emotional (A)	70
2	Emotional (A)	72
3	Emotional (A)	68
4	Informative (B)	80
5	Informative (B)	82
6	Informative (B)	78
7	Humorous (C)	85
8	Humorous (C)	87
9	Humorous (C)	83

The marketing team ran a One-Way ANOVA to compare the effectiveness of the three advertisement styles. The results were:

Source of Variation	Sum of Squares	df	Mean Square	F	Sig. (p-value)
Between Groups	612	2	306	61.2	0
Within Groups	30	6	5		
Total	642	8			

Based on the ANOVA results, which advertising style should the marketing team prioritize to maximize consumer recall, and why?

B	A digital marketing team wants to understand how the time a user spends on a product page influences their purchase intent score (rated on a scale of 0–100). This insight will help them optimize web design and content strategy to improve conversions.		

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The following data was collected from 8 users:

User	Time on Page (Minutes)	Purchase Intent Score
1	1	50
2	2	55
3	3	65
4	4	70
5	5	75
6	6	80
7	7	85
8	8	90

Regression Output:
Model Summary:

Model	R	R Square	Adjusted R Square	Std. Error of Estimate
1	0.991	0.982	0.978	2.08

ANOVA Table:

Model	Sum of Squares	df	Mean Square	F	Sig. (p-value)
Regression	1450	1	1450	335.58	0
Residual	26	6	4.33		
Total	1476	7			

Coefficients Table:

Variable	B	Std. Error	t	Sig. (p-value)

10   **CO3**

	(Constant)	45	1.6	28.13	0		
	Time on Page	5.71	0.31	18.32	0		

Based on the regression output, how can the marketing team use the relationship between time spent on a product page and purchase intent to improve conversion strategies? Justify your answer using the regression results.

C	"A well-designed questionnaire is the backbone of effective marketing research.". Discuss this statement by highlighting the essential characteristics of a good questionnaire and support your answer with suitable examples.	**10**	**CO3**

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SECTION-D
2Qx15M= 30 Marks

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Q	Statement of question		**CO4**
	FitTrack is a new player in the fitness-tech industry, offering a wearable device that tracks users' health and fitness metrics, such as steps, heart rate, calories burned, and sleep patterns. The company launched its product in a major metropolitan area, targeting health-conscious individuals who are keen on improving their fitness levels. Initial sales were strong due to influencer partnerships and an appealing advertising campaign. However, after six months, user feedback became increasingly negative complaints about inaccurate tracking, poor battery life, and a complicated app interface began to surface. To address the decline in customer satisfaction, the product team decided to undertake a market research study. They aimed to understand why users were dissatisfied and why they were not returning to purchase additional products or subscribing to the premium app features. The research team implemented a mixed-method approach using surveys (quantitative) and focus groups (qualitative). The survey focused on product performance, ease of use, customer service, and overall satisfaction. Focus groups with both users and fitness trainers were organized to dive deeper into product experience, user behavior, and expectations. From the collected data, they found the following: 50% of users reported that the fitness tracker failed to provide accurate results. 40% of users complained about the device's battery draining quickly. 30% said they found the app interface to be difficult to navigate. Fitness trainers highlighted the need for more personalized fitness recommendations within the app. Customer service was slow to respond to inquiries or resolve technical issues.		

	Based on this data, FitTrack now needs to redesign its product, enhance its app interface, and improve customer support to retain users and enhance satisfaction. **A] Evaluate the research design adopted by FitTrack. Was the mixed-method approach suitable for the situation? Justify your answer with reference to the type of data collected and the research objectives.**	15	CO4
	B] Based on the findings, suggest a comprehensive plan that FitTrack can implement to enhance customer satisfaction. Include improvements in data collection, product design, app development, and customer support	15	CO4