



Institute of Management
JK Lakshmipat University, Jaipur
END TERM EXAMINATION
(December, 2018)

Pinnacle MBA
Term- II
MM: 30 Marks

Course: Marketing Research
Time: 2 Hours
Subject Code: F204

Instruction: Attempt all questions.

1. Read the paragraph below and answer the questions that follow.

Baskin Robbins

By early 2008, Baskin Robbins had started struggling to deliver the high levels of sales and growth that it was accustomed to. New entrants like Cold Stone Creamery had popularized the in-store experience of consuming ice-creams, with customers watching their ice cream creations being made before their eyes on cold stone slabs. Cold Stone Creamery's sales were now almost 75% of Baskin-Robbins' sales.

(3 marks)

A. Define the marketing problem that Baskin Robbins faces.

(3 marks)

B. What is the main research question arising from the above marketing problem.

(4 marks)

C. What are the specific areas of information the research should uncover?

2. Explain the key differences between exploratory and conclusive research.

(5 marks)

3. Describe the different types of non-sampling errors that can occur during research.

(5 marks)

4. What scale would you use for each of these variables ?

a) Marital status

b) Age

c) Monthly income

d) Level of expertise in Microsoft Excel

e) Importance of price in selecting a brand of shoes

(5 marks)

5. Mention 2 ways in which the effect of extraneous variables can be controlled.

(5 marks)