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**ASSIGN
BUSTER**

Subject Code: IMT-03 Subject Name : MARKETING Notes: a. b. c. d. Write answers in your own words as far as possible and refrain from copying from the text books/handouts. Answers of Ist Set (Part-A), IInd Set (Part-B), IIIrd Set (Part – C) and Set-IV (Case Study) must be sent together. Mail the answer sheets alongwith the copy of assignments for evaluation & return. Only hand written assignments shall be accepted. 5 Questions, each question carries 1 marks. 5 Questions, each question carries 1 marks. Questions, each question carries 1 marks. Confine your answers to 150 to 200 Words. Two Case Studies : 5 Marks. Each case study carries 2. 5 marks. RESEARCH A. First Set of Assignments: B. Second Set of Assignments: C. Third Set of Assignments: D. Forth Set of Assignments: Objective: 1. Understanding the scope of business research and entire business research process. 2. Providing a fundamental treatment of business research that stresses the importance of research methods in business. 3.

Imbibing the knowledge of the changing research methodologies and information technologies which have dramatically changed the nature of business research Contents NATURE AND SCOPE OF MARKETING RESEARCH Need to know the Customer, Definition and Meaning of Marketing Research, Applications of Marketing Research, Marketing Research Suppliers and Services THE MARKETING RESEARCH PROCESS Research Brief, Research Proposal, Types of Research Methods, The Main Data Collection Stage, Survey Methods, Questionnaire Design, Pilot Stage, Data Analysis and Interpretation, Report Writing and Presentation, Scientific Method TYPES OF RESEARCH DESIGNS Exploratory Research, Descriptive Research, Experimental Research VALUE OF INFORMATION Secondary Data, Primary

Data, Questionnaire Construction, Types of Questionnaires SAMPLING
 Sampling Design Process, Types of Sampling PROCESSING OF DATA
 Tabulation of Data, Analysis of Data, Univariate Analysis, Multivariate
 Analysis ATTITUDE MEASUREMENT Attitudes as

Evaluations, Methods of Measuring Attitudes, Scales of Measuring Attitudes,
 Multidimensional Scaling SEGMENTING THE MARKET Customer Value
 Proposition, Non Segmented Markets, Purpose of Segmentation,
 Segmentation and Market Entry, Process of Market Segmentation: Target
 Marketing, Segmenting Consumer Markets, Combining Segmentation
 Variables, Segmenting Organizational Markets, Evaluating Market Segments
 and Target Market Selection PRODUCT RESEARCH Marketing in

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5 IMT-03 Concept Testing,
 Test Marketing, Real-time Product Research, New Product Research.

ADVERTISING RESEARCH What should be Measured? , When and how to
 Measure? SALES ANALYSIS AND FORECASTING Potential Market, Available
 Market, Served Market and Penetrated Market, Company Sales Forecasts,
 Sales Budgets, Sales Quota and Sales Control, Sales Forecasting Methods

APPLICATION OF MARKETING RESEARCH IN INDIA Market Research Society of
 India (MRSI), Television Ratings, Indian Insights.

ASSIGNMENTS FIRST SET OF ASSIGNMENTS Marks Assignment-I = 5 PART- A
 1. 2. 3. 4. 5. Explain the role played by marketing research in understanding
 the customer. How do the four components of MIS serve the informational
 needs of a marketer? Briefly explain the various stages of the marketing
 research process. Compare and contrast exploratory and descriptive

research designs. Explain the various stages of designing a questionnaire. Explain the various probability and non-probability based methods of sampling. Assignment-II = 5 Marks SECOND SET OF ASSIGNMENTS PART- B
 1. 2. Differentiate between the univariate and multivariate techniques of data analysis.

What are the four types of scales used in measuring data? 3. The purchase behaviour of a customer and his psychological make-up can be an important basis for segmenting customers. Discuss how. 4. 5. Explain the various approaches used in test marketing. Explain the various methods of pre-testing and post-testing advertisements. THIRD SET OF ASSIGNMENTS
 Assignment-III = 5 Marks PART- C 1. How does sales forecasting affect the other decisions of a company? Briefly discuss the factors that lead to an accurate sales forecast. 2. What are the objectives of the Market Research Society of India (MRSI)? Briefly describe the significance of television ratings as a source of information. 3.

What are the characteristics of a good questionnaire? ABC Ltd is planning to launch a new brand of fruit juices. They want to conduct a survey to understand the preferences of the consumers. Design a questionnaire to address this research problem. 4. How is the target population defined in a research design? How is the size of the sample determined? You have been asked to carry out a product research on shaving blades in Andhra Pradesh and Maharashtra. What would be your target population? Marketing in Action

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Explain the role of marketing research in new product development. What are the research methods used to test the feasibility of a new product launch? FOURTH SET OF ASSIGNMENTS Assignment-IV = 2. 5 Each Case Study CASE STUDY - I A Family Affair The market for hair care products, worth Rs 692 crore, is growing at a sober 8 per cent. It is split into four major portions. By value, hair oils account for 45 per cent of it, shampoos 31 per cent of it, hair soaps 15 per cent of it and hair dyes 9 per cent. Styling gels may have found their way at the top; however, the majority of people continue to look after their tresses the traditional way, through oiling. Hair oils are seen as pre-wash nourishes, while shampoos are used as cleaners'. This market boasts of 343 variants under 40 brands. Shampoos began as an elitist thing, although for decades, the product suffered from the misperception that the chemical formulation could harm your hair in the long term. However, the 8ml pack wave has expanded the market tremendously by lowering the trial purchase barrier. Many, who have not used shampoos yet, are still using hair soaps. The leading brands - Wipro, Shikakai, Swastik Shikakai and Godrej Shikakai - enjoy a 'herbal' image in tune with the traditional hair-care methods. The Market Table 1: Sale of Shampoos - unit wise

Feature Article -Gillette Indonesia

Size Sachets ; 100 ml 101 -200ml 201 - 500 ml 750ml All sizes Urban units
10, 08, 695 41, 122 16, 392 4547 492 10, 73, 619 % 94. 0 3. 8 1. 6 0. 4 0. 2
100 Rural units 7, 85, 324 10, 049 1760 196 6 8, 00, 524 % 98. 5 1. 3 0. 2 0.
0 0. 0 100 Table 2: Sale of Shampoos Size Sachets ; 100 ml 101 - 200 ml 201
- 500 ml 750 ml All sizes Variable Units Value * figures in parentheses are

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Urban values 21, 01, 180 14, 35, 289 11, 56, 359 3, 98, 190 66, 295 52, 17, 599 Urban 10, 73, 619 (57. 3) 52. 18 (72. 5) growth figures % 40. 3 27. 0 22. 2 7. 6 2. 9 100 - value wise Rural values 15, 28, 633 3, 16, 982 1, 09, 316 15, 258 154 8, 00, 524 Rural 8, 00, 524 (42. 7) 19. 77 (27. 5) % 77. 3 16. 4 5. 5 0. 8 0. 0 100 Total 15, 28, 633 3, 16, 982

Table 3: Sale of Shampoos - Rural vs. Urban Low priced sachets are enabling marketers to increase urban as well as rural penetration. Price and packaging are by far the most attractive parts of the shampoo market. The ORG MARG data shows the following details: The Leader Marketing in Action Page 3 of

5 IMT-03 HLL leads the Indian shampoo market with its top selling brands Clinic and Sunsilk. Clinic Plus was launched in 1972 as a therapeutic offering that claimed to prevent dandruff. At that time, Sunsilk and Halo dominated the Indian market.

Brand extensions followed to Clinic - Clinic All Clear and Clinic Active. HLL now had a shampoo for everyone. Market Ratings Clinic entered the A and M Top Brand Survey at no. 34 with a score of 22. 54. It fared well in the South (30. 11), however, not too well in the West (11. 85). It did fairly well with young adult females (31. 12) than the males. It scored high in the large urban towns (25. 90), however, not so much in the metros (23. 50). It also made gains in the rural areas (35. 89), thanks to its sachets, though some analysts pointed to the feel-good factor (better crop output, etc.). Clinic scored highest in the rural segment, which was something Head and Shoulders should have noted. Marketing Plans

HLL plans to increase its market share to 35 per cent by the end of this year. Marketing research has revealed that the single most important factor that would make consumers buy would be the number of washes offered. The Clinic Plus bubble pack, would offer more value to sachet users - no spillage, dosage control, easy to store and at Rs 8 for a 28 ml pack, the price per ml worked out a little cheaper compared to an 8 ml sachet, which costs Rs 2.50. HLL spends heavily on advertising and promotions. Road shows have also been implemented widely to give the consumers a touch and feel experience. Other activities for the brand have included wall paintings and demonstrations in schools. Questions: 1.

Evaluate the market for shampoos in terms of the potential of various pack sizes in the rural and urban markets. 2. Critically evaluate the performance of Clinic Plus in different markets. 3. In order to increase HLL's market share, suggest an appropriate strategy in terms of the markets, the consumers, the pack sizes, etc. , to focus on. CASE STUDY-II S M Foods Ltd, Mohali S M Foods Ltd is planning to set up a plant for producing 'Just Heat and Eat' Indian Cuisine with no preservatives. The product will be in the ready-to-eat form and can be consumed straight out of the pack. The packaging technology shall retain freshness and authentic taste for over a year without refrigeration.

The Company is already in the business of manufacturing spices and cooking oil. The company believes that there is a trend of married men doing some shopping and cooking for their households. They wish to undertake a study to determine the extent to which this trend exists. Such information will help them determine if they should direct more of their advertising towards

married men. Part of the study will attempt to measure men's attitudes towards cooking. Men will be asked the extent to which they agree or disagree with the following three statements: i) Cooking is solely a woman's responsibility; ii) I find cooking to be an enjoyable activity; iii) I get a great deal of satisfaction out of preparing a meal.

Men will be asked if they strongly agree with, agree with, slightly agree with, slightly disagree with, disagree with, or strongly disagree with each statement- assuming that a large number of men will be interviewed in big cities telephonically. Questions: (i) (ii) (iii) What type of study is this? What sample design should be used by the Company? Design a suitable questionnaire. Marketing in Action Page 4 of

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