



Maharashtra Education Society
Institute of Management & Career Courses, Pune (Autonomous)
MBA End Term Question Paper

AY 2025-26

Semester: III



Course Code: SC-MKT-01

Course Name: Marketing Research & Information Systems

Time: 2 hours 30 minutes

Total Marks: 50

Instructions:

All questions are Compulsory.

Question No. 1:

A brand selling electric scooters wants to understand why some customers prefer competitors. Develop a basic research approach by stating one research objective, one hypothesis, and one way to collect data. **[10 Marks]**

Question No. 2:

A cosmetic brand wants to measure customer attitude toward its new organic face cream. Suggest an appropriate measurement and scaling technique. Explain your choice. **[10 Marks]**

Question No. 3: Solve any Two of below (15 marks each)

[30 Marks]

- 3A.** A researcher wants to know if there is a significant association between the gender of a customer and his / her internet usage **[15 Marks]**

The results of the survey are shown in the table below:

Internet Usage	Male	Female	Total
Light	50	100	150
Heavy	100	50	150
Total	150	150	300

To see if gender is linked to internet usage, perform a Chi-square test of independence, construct suitable **null & alternative hypothesis**.

Calculate the Chi-Square Value

Interpret the results using Critical Value of Chi-Square = 3.841 at 5% level of significance

- 3B.** A skincare brand is thinking about introducing a new organic product line but is unsure if customers want it. Delineate how marketing research can help the company make this decision covering kind of information needs to be gathered and how it can guide product launch decisions. **[15 Marks]**

- 3C.** A company wants to conduct a survey on customer satisfaction with its home delivery service. Who should be the respondents and how would you collect the data? (sampling and data collection)

[15 Marks]