

[Time: 03.00 Hrs]

[Marks:75]

Please check whether you have got the right question paper.

N.B:

1. Q.1 is compulsory and carries 20 Marks.
2. Q. 8 is compulsory and carries 15 Marks.
3. Attempt any four questions from Q.2, Q.3, Q.4, Q.5, Q6 and Q7. Each of these questions carry 10 Marks.
4. Figures to the right indicate full marks.

Q.1 (A) Read the case study carefully and answer the following questions: (20)

Case Study:

Since satellite television first arrived in India, the Indian television sector has experienced exponential development. Despite the fact that only approximately 70% of Indians have access to cable television now, this group is referred to as the country's "consuming class". Compared to a low 31.3% in 1994, cable and satellite television accounted for 86.9% of all television advertising in 2002. With a 46.8% share of total viewers and a stunning 57.4% share of all advertising income, Hindi general entertainment television is the fuel driving expansion in the television industry.

In this market, Sony Entertainment Television is a significant competitor and has consistently ranked second to Star Plus, which has been the uncontested leader since July 2000. In India, single-TV houses are typical. The Hindi general entertainment television market is extremely competitive since Hindi is the primary language for consuming entertainment across India. There are five players in it. Since July 2000, Star Plus has been the unchallenged leader and has considerably strengthened its position since then. Nearly five times as many people watched Star Plus in September 2003 as Sony Entertainment Television, which was its closest competitor. Zee TV, Sahara TV, and SAB TV are the other competitors.

The vital factor is that women have a greater effect on viewers' channel preferences during primetime, notably the 9–10 pm hour. Kkusum and Kutumb, two of Sony Entertainment Television's top series, controlled the 9–10 pm hour until mid-2002, when Star Plus four daily shows took over. Despite several high-profile initiatives to win back lost viewers, Sony Entertainment Television's market share in this group kept declining. Sony Entertainment Television was clearly under the grip of Star Plus.

Questions:

- 1) What secondary data sources would you advise Sony to use to assist them accomplish its goal of understanding what Indian women want?
- 2) What in your opinion was the reason behind Star Plus for being the unchallenged leader?

3) Do you think in the recent past, the viewership of Hindi entertainment television market has increased even though there is outburst of other languages content?

4) How viewership among Men can be increased in your opinion?

Q.2 Attempt any Two of the following: (10)

- (a) Elaborate the Marketing Research Process.
- (b) Explain Marketing Information System.
- (c) What do you mean by Marketing Research? Explain its Need and Importance.

Q.3 Attempt any Two of the following: (10)

- (a) Types of Brainstorming Techniques.
- (b) Types of Qualitative Research Methods.
- (c) Write a short note on Focus Groups.

Q.4 Attempt any Two of the following: (10)

- (a) What is Secondary data? Explain the various types of Secondary Data.
- (b) Distinguish between Quantitative and Qualitative Data.
- (c) Explain the various types of Scale.

Q.5 Attempt any Two of the following: (10)

- (a) Discuss the various Types of Positioning Strategies.
- (b) Discuss the various Types of Promotion.
- (c) State the various Types of Sales Promotion.

Q.6 Attempt any Two of the following: (10)

- (a) Explain the Pre-testing Methods of Advertising Research.
- (b) Write a short note on Brand Equity Research.
- (c) Explain the Post Testing Methods of Advertising Research.

Q.7 Attempt any Two of the following: (10)

- (a) Discuss the various Income-Based Brand Valuation.
- (b) Elaborate the Qualitative methods of Forecasting.
- (c) Explain the Steps in Cluster Analysis.

Q.8

Write Short note on any Three of the following:

(15)

- (a) Explain in detail the Probability Sampling Methods.
- (b) Discuss the various Cost-Based Brand Valuation.
- (c) Elaborate the four Types of Market Segmentation.
- (d) Explain in detail the Non-Probability Sampling Methods.