

**IV Semester M.B.A. (Day and Eve.) Examination, Nov./Dec. 2025**  
**(CBCS – 2022 – 23 & Onwards)**  
**MANAGEMENT**

**4.3.2 : Marketing Research and Metrics**

Time : 3 Hours

Max. Marks : 70

**SECTION – A**

Answer **any five** questions from the following. **Each** question carries **5** marks. **(5×5=25)**

1. Differentiate between Market Research and Marketing Research.
2. Explain data cleaning and its role in performing statistical analysis.
3. What is Breakeven Cannibalization ? Mention different methods to overcome Cannibalization effect.
4. Define trial rate and repeat rate. How do they help in evaluating new product performance ?
5. Explain the major differences between quantitative and qualitative research.
6. Define marketing metrics and bring out its significance.
7. Bring out the characteristics of Good Questionnaire.

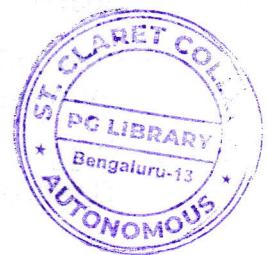
**SECTION – B**

Answer **any three** questions from the following. **Each** question carries

**10** marks.

**(3×10=30)**

8. Discuss briefly the nature and scope of Marketing Research along with its limitations.
9. Explain the role of data visualization in exploring marketing research data. Discuss how charts, histograms and scatterplots can help in identifying patterns and trends.
10. Explain any two methods of sampling.
11. Explain the stages involved in Sales Funnel with suitable diagram.





## SECTION – C

## 12. Compulsory case study. (1x15=15)

**“Sparkle Beverages”**

Sparkle Beverages is a fast-growing company that produces and distributes juices and soft drinks across multiple cities. Despite having a large customer base, the company noticed uneven sales performance in different regions. Some areas were experiencing high sales, while others, especially smaller towns and neighbourhoods, were underperforming.

Upon investigation, the management found that the sales representatives were not consistently visiting small retailers, and newly launched products were not being promoted effectively. Some sales reps were not motivated or achieving targets, leading to inconsistent performance across regions and lack of structured reporting or monitoring made it difficult for management to track sales activities and productivity. This led to missed sales opportunities and uneven market coverage.

**Questions :**

- Explain why Sales Force Management is important for a company like Sparkle Beverages.
- How can training and performance incentives help improve sales performance ?
- Suggest, any other effective way of improving overall efficiency of “Sparkle Beverages” sales team.