Enrolment No. _____

AHMEDABAD UNIVERSITY
AMRUT MODY SCHOOL OF MANAGEMENT
UNDERGRADUATE PROGRAMMES
2026-27 WINTER SEMESTER
MID SEMESTER EXAMINATION
MKT312 Essentials of Marketing Research

Date: 28-02-2026
Time: 11.00 AM – 12.30 PM

Total Marks: 50
No. of printed pages: 02

1. Critically examine the function and methodological significance of descriptive research design within the broader domain of marketing research. In your response, provide a brief discussion of cross-sectional and longitudinal descriptive research designs. **(10)**

2. *"Leading spiritual brands in India combine ancient traditions with modern commerce, including major organizations such as Isha Foundation, Art of Living, and Patanjali Ayurved. It has been noted that many brands have spiritual or religion-like qualities and products/services such as essential oils, Himalayan salt lamps, scented candles, prayer beads, reiki, acupuncture, homeopathy and many others leverage associations with various aspects of spirituality in general. Indian brands promoted by spiritual gurus have become hugely popular. For instance, two spirituals brands in particular, Patanjali and Sri Sri have disrupted the industry with their intense growth over the past decade. Spiritual and religious leaders are well placed to advocate for feelings of national and cultural identity, or attachment to heritage and traditional values".* There is a scarcity of empirical research examining how consumers interpret and interact with spiritual brands, as well as the principal determinants that shape their pre-purchase evaluation and decision-making processes in this domain". As a researcher, imagine and translate this managerial decision case scenario into a problem statement (core research problem), research questions (5-7 questions), and research objectives. Additionally, please include briefly the research design, sampling technique, and possible research hypothesis, if any. **(20)**

3. A premium health beverage company, *UltimaBoost*, is planning to launch a new plant-based energy drink targeted at urban millennials. The company is unsure about: (a) How consumers perceive "plant-based energy"? (b) Emotional and psychological associations with energy drinks (c) Social influences on purchase decisions (d) Hidden barriers or scepticism toward health claims. The marketing team is considering three qualitative research techniques: In-depth interviews; Focus group discussions and Projective techniques. **(20)**

(a) For each of the research objectives, identify the most appropriate qualitative technique and justify your choice in detail by elaborating on key characteristics, strengths, and limitations of the qualitative techniques:

1. Identifying subconscious emotional associations with "plant-based energy."
2. Understanding how peer-influence affects purchase decisions among millennials.
3. Exploring the personal beliefs and hidden scepticism about health claims in energy drinks.

(b) If the company has limited time and budget and must choose only one technique, which would you recommend? Provide a well-reasoned justification considering research depth, reliability, and data richness.