EASTERN UNIVERSITY, SRI LANKA

Faculty of Commerce and Management

Final Year/First Semester Examination in Bachelor of Business Administration – 2013/2014 (December 2015/January 2016)

(Proper/Repeat)

MKT 4023 Marketing Research and Development

Answer all **five (5) questions**   **Time: 03 hours**

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1) Read the case study and answer the questions given below.

TV in the Arab World: Boosting Local Production

The Arab television industry is unique compared to the rest of the world, mainly due to the fragmentation of its audience across a region of approximately 7.5 million square kilometers, a population of over 250 million people and an extensive number of spoken dialects. The TV industry is currently dominated by the free-to-air (FTA) sector, with close to 600 channels available on free satellite. The Arab world has a far higher proportion of free satellite channels than other countries in both the developed world and other emerging markets. The penetration levels of FTA satellite are particularly high in the Levant, while terrestrial is the most popular platform in North Africa and pay-TV is strong only in a few Gulf countries, most notably the U.A.E. It is worth noting that the relative popularity of Pan Arab channels varies across the Arab world, particularly also between the Gulf, Levant, and North Africa. In Saudi Arabia and the rest of the Gulf, MBC dominates the market. In Egypt and the rest of North Africa, there is a stronger hold by national terrestrial channels. In Lebanon, and to some extent the surrounding Levant countries, the Lebanese channels dominate.

The Arab television industry suffers from revenues that are low in relation to its viewership size. In 2011, the overall advertising revenues across the TV sector in the Arab world were approximately $6.5 billion, split between Pan Arab satellite and local channels. For a market with a population of over 250 million—making it three-quarters the size of the U.S.A., which saw annual advertising

revenues of $53 billion in 2009—this figure is very low. Even when compared to other deve markets, the Arab TV industry suffers significantly from an undervalued advertising market.

The way to improve TV revenues is to boost local content. While the top 15 Pan Arab channel up 64 percent of audience share, they constitute 80 percent of the nearly $900 million Pa advertising revenues, suggesting that— as is the case in other international marketing—the channels with the highest audiences are able to command a premium on their advertising. Ext market research carried out by the Dubai Press Club with consumers and industry experts co that stimulating local content has the potential to generate significant value for the industry.

To prepare the third edition of its Arab Media Outlook (2009–2013), the Dubai Press Club con extensive qualitative and quantitative research across the Arab world. Data about viewersh advertising expenditures were collected and analyzed for the following 15 countries: Bahrain Jordan, Lebanon, Kuwait, Morocco, Oman, Palestine, Qatar, Saudi Arabia, Sudan, Syria, T Yemen, and the U.A.E. The Dubai Press Club partnered with Value Partners, a leading management consultancy firm with expertise in telecoms and media, to conduct 125 in interviews with media owners, advertising agencies, and advertisers across the 15 countri consumer market research, the Dubai Press Club commissioned The Nielsen Company to c quantitative research in Egypt, Lebanon, Saudi Arabia, and the U.A.E. The research was con across a large sample of the population, consisting of over 500 people each in Egypt and Saudi and over 400 in Lebanon and the U.A.E. It was conducted in major cities in each of the four n More specifically, surveys were conducted in Cairo, Alexandria, and Mansoura in Egypt; Lebanon, Beirut, and Tripoli in Lebanon; Dammam, Jeddah, and Riyadh in Saudi Arabia; a Dhabi, Dubai, and Sharjah in the U.A.E. The respondents needed to be aged 151 and have v TV at least once in the past week.

The local content has plenty of room for future growth. In the Arab television market, th currently three distinct types of content: (1) original programs that are developed and pro the Arab world, (2) international formats that are adapted to the local market, and (3) progra are acquired from international rights owners and subtitled or dubbed into Arabic. Across th Pan Arab channels, on average 30–40 percent of total output is first-run original Arabic co

further 30–40 percent of TV content is imported from other markets (either subtitled or dubbed into Arabic), and the remaining 20–40 percent of output is made up of repeats and news programming. More than 70 percent of the respondents in the research reported preference for local/ Arabic content.

The extent of local production varies across Arab countries. Egypt, the first Arab country to create a thriving film and TV production industry, has been able to build up significant local content industries catering for its own domestic markets as well as, to some extent, the wider Arab world. Similarly, Lebanon has built up a significant TV production industry, with one of the largest talent pools in the region. Syria has become another strong player in content production, particularly for drama series, with successes such as the well-known Bab El-Hara Ramadan series based in Syria. Local production is, however, weak in most Arab countries. Boosting local content in a meaningful manner requires further research. Before producers invest in growing the talent pool and improving and developing new business models, a deeper understanding of related consumer behaviour is needed.

Questions:

a) Describe the marketing information needs of the TV production business for media players in the Arab world.

(04 Marks)

b) What role can marketing research play in providing the information needed?

(04 Marks)

c) You are the research director of MBC and you recognize that the management problem is to maintain the company's market leadership position. Define your marketing research problem.

(04 Marks)

d) Based on the foregoing marketing research problem, develop two suitable research questions and formulate two hypotheses for each of them.

(04 Marks)

e) As research director of MBC, what type of research design would you recommend? Would you recommend more than one research design?

(05 Marks)

f) Discuss the scaling techniques that should be used in the survey you recommen measure preferences, purchase intentions, and attitudes of TV viewers in the Arab Construct one question for each measure.

(07

(Total 28

Q2) a) Define **Marketing research** with the **purpose** of it and describe about the classifica **Marketing research**.

(05

b) Briefly describe about the **four tasks** involved in the **problem definition** and list out the to be considered in the **environmental context** of the problem.

(05

c) How does a **correlation study** different from **regression study** and state sample (exa **research questions or objectives** that necessitate the application of these two analysis

(05

(Total 15

Q3) a) Differentiate the **qualitative research** from **quantitative** on the basis of objective, samp collection, data analysis and outcome and specify the **procedures** for planning and con **focus group discussions**.

(05

b) What are the **factors** that have to be considered in selecting the appropriate survey me

(04

c) Describe **Cluster Analysis** and **factor analysis** and state the **classification** for cl procedures.

(04

d) Distinguish between **Pair-wise approach** and **full-profile approach** in conjoint analysis

(05

(Total 18

Q4) a) What is **discriminant analysis** and state how this is different from **ANOVA** and Reg analysis.

(04
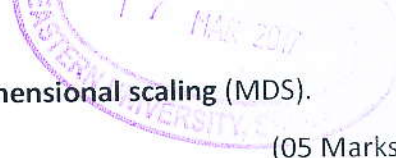
b) Describe about **perceptions** and **preference** in the **multiple dimensional scaling** (MDS).

(05 Marks)

c) **"Potential Value of a Marketing Research Effort Should Exceed Its Estimated Costs"**. Elaborate on this statement.

(04 Marks)

d) Explain briefly the **questionnaire design process** and give an account on the **types of questions** that could be included in a **questionnaire**.

(05 Marks)

(Total 18 Marks)

Q5) a) What is the role played by **hypothesis testing** and state the contribution of **frequency distribution** and **cross tabulation** in data analysis and interpretation?

(06 Marks)

b) Distinguish between **probability sampling** and **non-probability sampling** and list out the techniques available under these two classification.

(06 Marks)

c) What are the **steps** involved in **data preparation** and specify **the contents** that have to be included in the **report preparation and presentation**?

(06 Marks)

(Total 18 Marks)