

# EXAM WRAPPERS

Objective of exam wrapper is twofold

1. To guide you for time management
2. To give you a taste of upcoming exam questions

This wrapper will help you determine focus areas and improve weak understandings by going back to the readings provided, attending upcoming Skype Session, group discussions, and consulting books along with managing time appropriately to secure good grades.

A cheat sheet is provided at the end of this document to help you find accuracy level of your answers.

Please fill following before you start attempting wrapper questions.

| How much time did you spend on these activities? | Time spent/week | Ideally required time |
|--|-----------------|-----------------------|
| Reading module related readings                  |                 | 4 hr.                 |
| Attending Skype Sessions                         |                 | 1 hr.                 |
| Reading textbook section(s) for the first time   |                 | 1 hr.                 |
| Re-reading textbook section(s)                   |                 | 15 min                |
| Reviewing your own notes                         |                 | 15 min                |
| Solving self-assessments                         |                 | 10 min                |
| <b>Total</b>                                     |                 | <b>6 hrs. 40 min</b>  |

## **EXAM QUESTION WRAPPER**

- 1- Generation is a renowned ready to wear clothing brand in Pakistan. It wants to open an outlet in Europe. You are required to suggest which research design, it should adopt before launching its outlet and why? Justify your answer with at least two solid arguments.
  
- 2- Banana republic is renowned clothing brand wants to move to Asian market. Market research is imperative for doing so. You are required to discuss issues with primary global research Banana republic should keep in mind while operating in Asian market. Provide at least three issues.
  
- 3- Gul Ahmed is a renowned clothing brand in Pakistan wants to start its operation internationally. Before starting operations, company goes for marketing research to analyze the trends. You are required to discuss at least three research techniques for analyzing international data.

# **CHEAT SHEET**

## **Question 1:**

Exploratory research design should be adopted by generation because it is moving first time from Asia to Europe where culture, religion, clothing style and even everything is different. They will basically explore to gain information and will develop strategies accordingly.

## **Question 2:**

1. Sampling problems arise out of biased respondents, difficulties in reaching to the respondents, non-availability of accurate telephone and street directories
2. Different languages and cultural variations cause translation and meaning problems
3. Even if the interviewee is successfully reached, there is no guarantee that he or she will cooperate and furnish the desired information. There are also different reasons for nonresponse - may be due to culture, govt. control, attitude towards privacy, inexperienced researcher etc.
4. A focus group is a loosely structured free-flowing discussion among a small group of target
5. Customers facilitated by a professional moderator - moderators need to be culturally sensitive and familiar with the local language and social interaction patterns

## **Question 3:**

Answers may vary. My point of view is as follows:

- Demand pattern analysis

- Multiple factor indexes
  - Income elasticity measurement
  - Market estimation by analogy
  - Comparative analysis
  - Cluster analysis
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