**NMIMS**

**Marketing research**

**Internal Assignment for June 2020 Examination**

**1. As a researcher, you need to study how many kirana stores in Mumbai sell Lizol brand and range of products (Surface cleaner, Bathroom power cleaner & Kitchen power cleaner.) Which non-probabilistic sampling method would you use to complete your research? Also state the reasons behind choosing that method. Also explain as to how you will proceed ahead with choosing the areas / localities in Mumbai to conduct your research along with timelines**.

**Answer**: Sampling is the process of selecting a suitable sample, or a representative part of a population for the purpose of determining characteristics of the whole population. The main aim of sampling is to draw inferences about populations from samples, rather than a complete enumeration (a census) of the population. To study a portion rather than the whole is cheaper and more convenient. A population is a group of persons, individuals, items or objects from which samples are taken for measurement. A sample is a finite part of a statistical population whose properties are studied to gain information about the whole. When people are involved, it can be defined as a set of respondents (people) selected from a larger population for conducting a survey i.e., it is a part of target population, carefully selected to represent the population.

**NON-PROBABILITY SAMPLING**

These methods do not

Its half solved sample only

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**2. You are the Head of a Market Research Organisation. Your client has recently introduced “iD Traditional Filter Coffee Decoction”. Your client wants to understand how customers are reacting to their recently launched Filter Coffee Decoction. Draft a Questionnaire containing not more than 20 questions that would succinctly address the query posed by the client**.

**Answer**: A target market customer profile identifies the customer most likely to buy your product or service. While some companies create products around a customer profile, others identify the customer profile once marketing strategies are developed. The target customer profile identifies shared characteristics, behaviors and attitudes the target customers have, and this knowledge is used when creating captivating marketing materials and promotions. Having a solid and suitable target customer profile may increase your company’s profits because people in need are buying the products or services.

A questionnaire is a series of questions asked to individuals to obtain statistically useful information about a given topic. When properly constructed and responsibly administered, questionnaires become a vital instrument by which statements can be made about specific groups or people or entire populations. Questionnaire is a source of collecting primary data. These are frequently used in quantitative marketing research and social research. They are a valuable method of collecting a wide range of information from a large number of individuals, often referred to as

**3. You have been recently appointed as a “New Product Development” Head for Kellogg’s Corn Flakes which operates across pan India. You have been asked to develop 2 new innovative products as part of their Menu.**

**a. Explain the process in detail to arrive at the creation of your 2 new products**

**b. Is there a need to conduct Test Marketing post creation of the 2 innovative products? If Yes or No, please state your reasons to support your answer**.

**Answer**: a) **New product development process**

**Concept generation and market structure identification**: The first stage of new product’s evolution begins with an idea for the product. Hence this stage is also termed as ‘idea generation’. Here company has to create two innovative products for the customers so concept is creating two products. The next step in the process of new product development process is to implement a market structure. This process delineates the consumer’s perception of market. In this step, the potential of a new product entry into the market structure is estimated. The purpose of developing such a model helps in establishing a rough estimate of the size of the business potential. Later, ideas collected are scrutinised to eliminate those inconsistent with the product policies and objectives of the firm. The main intention of this phase is only to eliminate unsuitable ideas as quickly as possible. Basically, by this time, you made your mind about your new product and how will you proceed further to develop it. You should check the quality, features, taste, price and initial response of your innovative products and how well it will attract the customers when you commercially launch them. Corn flakes are still used by