**NMIMS Global Access**

**School for Continuing Education (NGA-SCE)**

**Course: Marketing research**

**Internal Assignment Applicable for September 2020 Examination**

**1. As a researcher, you need to study how many Apna Bazaar stores in Mumbai sell Dabur Honitus brand. 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 provide every item of population any known chance of being selected in the sample. Here, there is no attempt to select a representative sample. The elements of samples are selected on the convenience and/or judgment of the researcher or field interviewer. The selection process is subjective. However, if sample is not considered as the representative of the population, it is Its sample only

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**2. You are the Head of a Market Research Organization. Your client Jio wishes to introduce 5G services in India beginning Jan 2021. Your client wants to understand what customer expectations are w.r.t Jio services on 5G. 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

**Q2**. **Thank You for your help and completing the questionnaire. Please share with us your contact details:**

Name:

Email Id (Optional):

Mobile Number:

**3. You have been recently appointed as a “New Product Development” Head for Nestle Kit Kat which operates across 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, 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