**Marketing Research**

**December 2021 Examination**

**Q1. A fast-moving consumer goods (FMCG) company has an established cooking oil brand named "Good Life." The company enjoys the second highest market share in this segment and is a familiar brand. The market leader in this segment has started offering 1 LTR pouch free with 5 LTR can, which has increased the leader's market share and has decreased the market share of "Good Life." From a reliable source, the company understands that the current promotion of the market leader will be continued for the next six months. "Good Life" is contemplating a significant price reduction by offering 5LTRs of "Good Life" at the price of 4 LTRs. They feel that an additional 1 LTR pouch on the 5LTR can incur the cost of production, packaging, and the transportation cost of the free pouch, though it already offers a 1 LTR pouch in the market. Some executives in "Good Life" feel that the customer may find a free 1 LTR pouch with the 5 LTR more attractive and value for money than the price reduction. The question in front of "Good Life" is whether to offer a 1 LTR pouch free with a 5 LTR can OR reduce the price of the 5 LTR can to the Price of 4 LTRs. The company has appointed a market research (MR) firm to determine which option they should adopt. Which research design should the MR firm use to arrive at an answer to this problem?**

**How should be this research design implemented? (10 Marks)**

**Ans 1.**

**Introduction**

Research plays a major role in locating a solution to nearly every problem that faces mankind. It is important to acknowledge that studies can provide an understanding of issues inside the field of generation, media research, science, art, and way of life, mathematics, and others. As a researcher, you must gather records and other documents for the sake of research. If you are interested in researching each theoretical and clinical foundation, you can do that. An employer can record its exploration into the unknown with a process-oriented approach that utilizes the Its Half solved only

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**Q2. A leading car manufacturer wants to measure current customers' customer satisfaction towards the vehicle's annual maintenance service by its designated service stations. Design a questionnaire to measure customer satisfaction towards the service offered by the designated service stations. Measure the different aspects of the service from the intimation of the service requirement to final delivery and feedback, including all aspects of the service. Use appropriate questions and scales in the questionnaire to derive the overall satisfaction towards the service station. (10 Marks)**

**Ans 2.**

**Introduction**

It is possible to track the satisfaction of customers by completing a customer satisfaction survey. This information will help you understand how your products, offerings, and services are receiving positive feedback by your customers. It is not necessary for them to perform the simplest review of your product, Andrade; nevertheless, customer satisfaction also helps you improve your offerings, the quality of your product, and your development strategy. As much as

**Q3. A high-end SUV from U K has been launched in India. The vehicle is targeted at well-educated, upper class, premium customers with a sophisticated lifestyle who enjoy high technology, great driving pleasure, and the pride of owning a premium vehicle. The company is planning to launch a new television advertising campaign in January 2022.**

**a. As a media research consultant, what media strategy will you suggest so that the campaign can reach the maximum target audience? (5 Marks**

**Ans 3a.**

**Introduction**

The purpose of a media strategy is to attract a specific audience to your brand. To be able to attract and entice the audiences that you are targeting, it is crucial you discover what you do. Creating a media campaign is the most obvious and important reason to make sure that your business enterprise meets its objectives. If you wish to improve the public relations of your

**Qb. Once the ads are aired on Television, the recall and recognition of the ads have to be tested on the next day of airing and after the completion of the first month. Which tests will you use to measure recall and recognition, and how will you conduct them? (5 Marks)**

**Ans 3b.**

**Introduction**

Those who can recall an advertisement's effectiveness will be able to attest to its effectiveness. We would like to ask someone to make sure that advertising messages are not forgotten. Users are examined in order to see whether their actions following receiving a particular advertisement