**Marketing Research**

**April 2022 Examination**

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**Q1. Take the mobile handset category for Android phones in India in the price range of Rs.15000 to Rs. 20000. Choose a leading brand in the category and analyse its various attributes of brand equity. You can use your experience and public domain data to analyse the same. (10 Marks)**

# Answer 1.

# Introduction

The Samsung Galaxy M31 pro comes below the category of the M collection, and its charge is very close to Galaxy a sequence. The handset fees are near about Rs 19,499 for its numerous and upgraded functions. The smartphone has a massive battery with a digital camera, like the A-series. Multiple customers have expressed their love and pride in this handset. The brand equity of the Samsung Galaxy M31 is based on the awareness amongst people approximately the brand and the brand's image, such as the value of money charged on it and the values of its functions.

**Q2. A full-service airline company, operating in India for the last 10 years has improved their overall service quality. You have been commissioned the task of designing a questionnaire which measures passenger satisfaction towards the preflight, inflight & post-flight experience. They also want the demographic details of customers for profiling. Use appropriate statements and the right scale while developing the questionnaire so that overall satisfaction towards the airline can be measured. (10 Marks)**

# Answer 2.

# Introduction

In an airline service, the satisfaction of diverse customers is the topmost priority and issue. If the clients are unhappy, the flight can have fewer passengers within the flight. In an airline service, the attention to higher help towards the clients before the take-off, for the duration of, and after the flight could be very a whole lot vital. If an air journey becomes difficult for some reason, it can cause various significant problems and challenges. Development within the service outcomes in happy and satisfied clients, betterment within the score of service, and please enjoy the tour Its Half solved only

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**Q3. An Indian company in the electronic safes and security equipments industry has a safety locker which can be fitted inside a cupboard or cabinets. The safety locker can be locked with a password. If anyone tampers with the locker, it sends an sms to registered numbers and blow an alarm. Indian consumers are generally used to cupboards or bank lockers. The password protection and the alarm features make the product very superior and once it is fixed to a cabinet or a wall, it can’t be removed without a password. Without password the blaring alarms will go off. The company has a very good advertising campaign developed by an agency which highlights the sms & alarm feature in in a mix of humour and fear setting. The target audience of the company are Indian households with annual income above 8 lakhs. The company wants maximum Indian households to watch the ad.**

# a. What media mix will you suggest for the campaign? (5 Marks)

# b. How will you measure the ad effectiveness after the first 3 months? (5 Marks)

# Answer 3 (a).

## Introduction

The safety lockers market in the global area is looking at various growth components, and it will extensively develop in the next few years. A few banks and other business segments are using protection lockers in the present-day days. Within the garage machine, the safety lockers use digital and non-electronic methods of protection with a password used in it.

**Answer 3 (b).**

**Introduction**

The technique called advertising allows generating and broadening the organization's trade. This facilitates to apprehend the impact and impact of the campaign on numerous customers, and additionally, they assist in discovering what's to be accomplished and what isn't to be achieved?