**Marketing Research**

# **June 2022 Examination**

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## **Q1. A famous restaurant chain is planning to launch a health food restaurant in the four metros. They feel that the ‘eat nutritious food’ fever is catching up among the urban population in India. The restaurants will offer traditional Indian and continental healthy cuisine in a great ambience. They want to assess the readiness of potential customers to consume healthy and nutritious food and decide on the menu, how much are the customers willing to pay and above all what are the expectations of customers from such a restaurant. They want to position the restaurant as upmarket and modern. They also would like to host corporate functions, family ceremonies from birth day to weddings in their premises with a great ambience and healthy and nutritious food menu. What kind of data do you intend to collect? Prepare a research proposal. (10 Marks)**

## **Ans 1.**

## **Introduction**

**Background of the research:** A well-known restaurant company plans to open a fitness meals eating place in every important metropolitan area. They believe that the urban Indian populace is acquiring the 'devour healthful food' craze. Traditional Indian and continental delicacies can be available, as will more healthy options, all in a lovely placing. Ability customers could be polled to determine whether or now not they're ready to put money into healthy cuisine and choose what to serve on the menu. They'd also want to organize business events, circle of relative’s

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## **Q2. Prepare a questionnaire for measuring the satisfaction of customers of a 3-star resort. Ensure that you cover all the aspects of the resort experience from booking to check-out. Use the right scales to measure customer satisfaction. (10 Marks)**

## **Ans 2.**

## **Introduction**

A market dealer constantly keeps a watch on the consumer's happiness. Any agency can take advantage of this simple input. However, it isn't clean to codify and modify in anything more ideal size than a nook shop. Due to this, patron surveys are required to monitor and tune purchaser delight. Developing a consumer satisfaction program is extra than engaging in a customer service survey. In many approaches, surveys are the most on-hand element considering they provide the studying that exhibits in which attention is needed. Often, significant lengthy-term gains necessitate a fundamental trade inside the company, which may additionally require

## **Q3a. A company has launched a new ad for a beauty soap which has been on air for the last two months. The ad promotes a new variant -lemon freshness of the soap and has hired a very popular Hindi film actress. How will you measure the ad effectiveness? (5 Marks)**

## **Ans 3a.**

## **Introduction**

Advertising is a method for getting the word out approximately a company's products and services to modern and potential customers. It commonly offers information about the advertising business, its products, and where they may be bought, amongst other things. For both

**Q3b. A Hindi film channel wants to create weekly show on latest fashion and trends. They have a few short-listed ideas in hand as far as the content is concerned. They would like to know which idea would be liked by their target audience. What is your suggestion? (5 Marks)**

**Ans 3b.**

**Introduction**

The year 2021 will function numerous thrilling trends, a good way to be welcome damage from what we noticed in 2020, such as net-based corporate meetings and WFH. It used to be that after it came to style trends, they were, to begin with, received from runways and fashion