**Market Research**

**December 2022 Examination**

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**1. Apple is developing an automatic driving car and wants to understand the target market fit for the same. Using techniques of new product development elaborate on the steps that Apple must follow in the research and development. (10 Marks)**

**Ans 1.**

**Introduction**

Even though there are too many consumer goods on the market, establishing and launching new product technologies is still a common objective for both new and recognized organizations. Products that can meet demand and supply customers with a service to their troubles or something they need have to be developed by companies. Market research and the production of suitable products that are made to interact with customers are linked. Services obtain a competitive advantage with product growth, which additionally assists in establishing how to cost products effectively, how to generate them cost-effectively, and how to fill upmarket gaps

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**2. As a market analyst at Kantar, you have been assigned a client from FMCG industry. The client faces a continuous decline in the sale. Which methods of data collection would be appropriate for identifying the issues related to the decline in sales? Justify the arguments. Develop a market research process to understand the reasons for the same. (10 Marks)**

**Ans 2.**

**Introduction**

Consumer goods that are readily available and economical are always targets for businesses. Products that sell rapidly, are moderately priced, and are popular are described as FMCG, also referred to as consumer packaged products. Since clients utilize them routinely, these things are fast-moving since they rapidly leave a shop or supermarket. The FMCG market, worth numerous dollars, is creative and imaginative. Lots of people make use of FMCG items daily. You can quickly identify with the sector as a staff member. If you want a job setting that encourages

**3. Metaverse is the new virtual world, people are looking at. Several business organizations are trying to be a part of Metaverse. For example, Airtel Partynite is a metaverse platform where visitors can experience the metaverse and watch online favorite shows. You have to conduct research for Airtel to resolve two business problems:**

**a. Design the methodology of the data collection by enlisting the characteristics of the respondents, the type of sampling employed, and the research type with proper justification. (5 Marks)**

**Ans 3a.**

**Introduction**

Lifelong learning is becoming increasingly crucial as our society relocates far from manufacturing facility jobs. We now include technology and data in our work processes. Educators are under more pressure than ever due to this adjustment. The methods vary from uncomplicated and typical strategies, like in-person interviews, to more sophisticated data

**b. Identify the type of content watched by users on the platform. Develop a research questionnaire to get insights on the same from users. (5 Marks)**

**Ans 3b.**

**Introduction**

In the Metaverse, Avatars are utilized by community participants to represent themselves, communicate with each other, and practically increase the community. Digital money can buy numerous items in the Metaverse, including clothes, computer game tools, guards, and more. Customers can take a trip via the