**Marketing Research**

**April 2023 Examination**

**Q1. Develop a market research plan to identify the challenges related to online marketing. Identify the online customer journey using the survey method and develop the questionnaire for the same.**

**Ans 1.**

**Introduction**

The term "market research" typically comes up when talking about the number of approaches that might be utilized to obtain information on a particular market and evaluate such a market. Companies can produce much better items, improve the level of customer care they provide, and create advertising and marketing strategies that result in more high-quality leads and more sales when they use the understanding offered here.

In market research, sets of questions are a superb approach for determining your target audience, understanding the demands of those consumers, and developing engagement with those clients.

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**Q2. Conduct a primary data survey on consumers to understand their behavior and expectations from buying groceries online. Report the results using data analysis using charts, pivot tables, and cross-tabulations.**

**Ans 2.**

**Introduction**

Because of the complexity of the function of the investigation, which was to establish whether or not hopeful outlooks boost the chance of shopping for grocery stores online, it was essential to conduct the study utilizing an informative research study approach. Because the study viewpoint positioned some questions about the variables and just how they were objectively relevant to one another and offered some theories based on formerly established concepts, it was determined that a deductive strategy would

**Q3a. Explain the process in detail to arrive at the creation of your new products. Explain the test marketing process along with justification.**

**Ans 3a.**

**Introduction**

Amul is pleased to introduce the launch of an exciting new beverage option. A beverage typically made with dairy items has been given a fruity spin in Amul's newest development, named Amul Tru. This unique beverage is the most recent addition to Amul's selection of beverages that strengthen the immune system because

**Q3b. Draft a questionnaire containing approximately 15 questions that would help Amul market to the children. Who would be the appropriate respondent and what technique would be used?**

**Ans 3b.**

**Introduction**

According to the Gujarat Cooperative Milk Marketing Federation, the Amul brand's sales for 2019-20 achieved a new all-time high, with an overall of 52,000 crores (GCMMF). Because 2009-10, when they were 8,005 crores, sales have boosted to their current degree of 38,542 crores in 2019-20. This stands for an increase