**Market Research**

**June 2023 Examination**

**Question 1: Apple is facing a challenge that the latest versions of iPhone launched are not engaging enough for consumers. Consumers feel lack of innovation in the products. Using techniques of new product development elaborate on the steps that Apple must follow in the research and development to add innovative features in upcoming version. (10 marks)**

**ANS:**

**Introduction**

Apple has to make considerable investments in research and development to locate new ideas and concepts that are technically viable and commercially possible so that it can upload particular capabilities to destiny iterations of the iPhone. The organization must also pay attention to the requirements and preferences of the clients to guarantee that the new features can be beneficial and thrilling to the clients. In conclusion, the business must ensure that the newly added functions are effectively advertised and promoted to usher in new clients and maintain those they It is only half solved

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**Question 2: As a market analyst at AC Neilson, you have been assigned a client from e-Commerce industry. The client faces continuous issues in decline in sale. Which methods of data collection would be appropriate for identifying the issues related with decline in sales? Justify along with sample size. Develop a market research process to understand the reasons for the same.**

**ANS:**

**Introduction**

Many other methods of information amassing might be suitable in this situation, including after deciding the elements which are contributing to the purchaser's e-trade business seeing a drop in income:

Engaging in surveys with the e-trade patron's purchasers can be a practical approach to determining the factors contributing to the patron's falling income. The ballot may include questions concerning client happiness, product quality, and charge, in addition to the whole

**Question 3. a : Choose the appropriate research methodology for conducting the research that would answer the mentioned business problem. Elaborate the same along with justification**

**ANS:**

**Introduction**

When it comes to the first hassle that has arisen with the organization's operations, the research strategy that would be most significant would be a mixture of quantitative and qualitative methodologies. A quantitative examination might consist of administering questionnaires to a massive representative pattern of folks considering using ChatGPT as an

**Question 3. b :You would choose appropriate sample for conducting research. Enlist the characteristics of the respondents, type of sampling employed and the research type with proper justification.**

**ANS:**

**Introduction**

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