**Marketing Research**

**September 2023 Examination**

**Q1 ) After pandemic, the world is looking for more healthy options, which is a threat to fast food companies. Develop a market research plan to identify the challenges faced by McDonalds. Identify the process of customer buying journey using survey method and develop the questionnaire for the same. (10 Marks)**

**Ans :**

**Introduction:**

The COVID-19 pandemic has profoundly impacted society, which includes humans' attitudes toward health and properly-being. As a result, there was a trend toward healthier meal alternatives, posing a full-size threat to fast-food companies like McDonald's. On the way to recognizing McDonald's challenges in this changing landscape, a complete market research plan is essential. This plan will include surveys to analyze purchasers' buying journeys and gather insights. By inspecting the various tiers of the customer shopping journey, McDonald's can discover areas of improvement and adapt its techniques to fulfill evolving client

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**Q2) Conduct a primary data survey on consumers (approx. 50) to understand their behavior and expectations from shopping on ecommerce. Report the results using data analysis using charts, pivot tables and cross tabulations. (10 Marks)**

**Ans:**

**Introduction:**

The rapid increase and considerable adoption of e-trade have converted the retail landscape, providing purchasers with a convenient and reachable way to shop for a wide range of products and services. With the increasing reliance on online structures for shopping, it will become critical for businesses to understand patron conduct and expectancies within the realm of e-commerce. This survey aims to gather number one data from approximately 50 consumers, offering insights into their purchasing habits, preferences, and expectations while

**Q3) Amul plans to launch a new range of health juice drinks for children. The objective is to create a nutritious drink that can be given to children as breakfast supplement. The challenge with such drink is to maintain nutritional value along with the taste that would be liked by children.**

**a. Explain the process in detail to arrive at the creation of your new products. Explain the test marketing process along with justification. (5 Marks)**

**Ans:**

**Introduction:**

Amul, one of India's leading dairy brands, has set its points of interest on developing a new variety of fitness juice beverages mainly focused on youngsters. The number one objective of this venture is to create a nutritious beverage that can serve as a healthy breakfast complement for kids. The challenge lies in balancing the drink's dietary price and ensuring its taste appeals to children's palates. This text will define the confident manner of growing these

**b. 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. (5 Marks)**

**Ans:**

**Introduction:**

So one can successfully market the new variety of healthful juice drinks for kids, Amul desires to gather valuable insights from the target market. Engaging in a comprehensive questionnaire can provide practical remarks and critiques from potential purchasers if you want to help shape the product and advertising and marketing approach. This questionnaire will be conscious of expert kids' preferences, taste possibilities, and expectations of a