**Marketing Research**

**April 2024 Examination**

**1. Pizza hut is interested in expanding its menu to include healthier options. Using techniques of new product development elaborate on the steps that Pizza hut should follow to for launching new products. (10 Marks)**

**Ans 1.**

**Introduction**

In today's rapidly evolving food industry, the demand for healthier options is escalating, urging established brands like Pizza Hut to innovate and expand their menu offerings. To remain competitive and cater to the changing consumer preferences, Pizza Hut's initiative to include healthier options is not just timely but essential. The process of introducing new products, especially in a market dominated by established tastes and preferences, requires a strategic and methodical approach. This involves a series of steps that are crucial in ensuring the successful launch and sustainability of the new products in the market. These steps include market research, concept development, product design, testing, and a strategic launch

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**2. Microsoft is exploring opportunities to expand its customer base internationally. How would you conduct market research to identify potential target markets, cultural differences, and preferences for technology products in different countries? Develop a market research process to understand the reasons for the same. (10 Marks)**

**Ans 2.**

**Introduction**

In an era of globalization and technological advancement, companies like Microsoft must navigate a complex and dynamic international landscape to expand their customer base. The quest to understand diverse markets across different countries necessitates a comprehensive market research strategy that delves into varying cultural nuances, consumer behaviors, and technological preferences. This research is crucial not only for identifying potential target markets but also for tailoring products and services to meet the unique demands of each region. By leveraging a mix of traditional and innovative research methodologies, businesses can gain insights into the intricacies of global markets, thus fostering informed decision-

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**3. Levis is seeking to improve its data security, transparency, and overall efficiency in its operations. However, the current centralized systems pose significant risks of data breaches and lack the ability to ensure seamless data sharing with stakeholders. To address these challenges, the company is considering integrating blockchain technology into its infrastructure. The problem statement is to identify the optimal approach to integrate blockchain, ensuring data integrity, enhancing transparency, and maximizing operational efficiency while considering potential implementation challenges and costs. The company aims to explore blockchain's potential benefits and limitations to make an informed decision about adopting this innovative technology for its business processes.**

**a) Choose the appropriate research methodology for conducting the research that would answer the mentioned business problem. Elaborate the same along with justification. (5 Marks)**

**Ans 3a.**

**Introduction**

Levi's initiative to enhance data security, transparency, and operational efficiency through blockchain technology represents a strategic move in the digital transformation era. The company faces the intricate task of integrating a decentralized technology into its existing centralized systems to mitigate risks such as data breaches and inefficient data sharing. The challenge lies in identifying the most effective approach to adopt blockchain technology, balancing benefits against potential challenges and costs. A well-structured research

**b) Generate a questionnaire for conducting the survey on how Levis can leverage the power of blockchain. (5 Marks)**

**Ans 3b.**

**Introduction**

Developing a questionnaire to explore how Levi's can leverage the power of blockchain technology is a critical step in understanding the specific needs, perceptions, and expectations of stakeholders involved in this digital transformation. This questionnaire aims to gather targeted insights from a range of respondents, including technology experts, company employees, and possibly supply chain partners, to assess the practicality, anticipated benefits,