



NMIMS Global Access
School for Continuing Education (NGA-SCE)
Course: Marketing Research
Internal Assignment Applicable for April 2023 Examination

Assignment Marks: 30

Instructions:

- *All Questions carry equal marks.*
- *All Questions are compulsory*
- *All answers to be explained in not more than 1000 words for question 1 and 2 and for question 3 in not more than 500 words for each subsection. Use relevant examples, illustrations as far as possible.*
- *All answers to be written individually. Discussion and group work is not advisable.*
- *Students are free to refer to any books/reference material/website/internet for attempting their assignments, but are not allowed to copy the matter as it is from the source of reference.*
- *Students should write the assignment in their own words. Copying of assignments from other students is not allowed.*
- *Students should follow the following parameter for answering the assignment questions.*

For Theoretical Answer	
Assessment Parameter	Weightage
Introduction	20%
Concepts and Application related to the question	60%
Conclusion	20%

For Numerical Answer	
Assessment Parameter	Weightage
Understanding and usage of the formula	20%
Procedure / Steps	60%
Correct Answer & Interpretation	20%

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1. 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. **(10 Marks)**



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2. 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. **(10 Marks)**

3. Amul plans to launch a new range of healthy juice drinks for children. The objective is to create a nutritious drink that can be given to children as a breakfast supplement. The challenge with such a drink is to maintain nutritional value along with a 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)**

 - 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)**
