

Assessment 9

Total Marks: 30

Q.1. Short Questions: (21)

- i. How important it is for a business to assess the market trends within a given market?
- ii. Discuss different types of market research techniques.
- iii. Explain the factors that affect buyer behavior.
- iv. Assess the validity and reliability of market research findings.
- v. What is meant by “target market”?
- vi. Outline the key points which a marketing plan must contain.
- vii. Why it is important for a business to plan the market strategy keeping in view the target market/ customer?

Activity (9)

Mobile phones produced by a large American company are not selling well, as they were. The top management has decided that company should prepare a market research plan to handle the situation.

Keeping in view the above situation prepare a marketing research plan for this company.