

Marketing and Customer Services

ASSESSMENT

Total Marks: 30

Answer the following Questions:

(21)

1. What are the different types of market research techniques?
2. Explain the factors that affect buyer's behaviour.
3. What is the role of quality management in meeting customer needs?

Case Study

(9)

Mobile phones produced by a large American company are not selling well, as they were. What information the company research to help it decide on its future? Managers at Clifton leisure centre want to attract more customers. They have improved the Gym facilities with updated equipment. They have also hired a new trained fitness instructor. One of the managers argues that before starting on their marketing campaign they should collect some information about their target customer which includes; the age range and occupation.

- i) Prepare a marketing research plan for the above situation.
- ii) How important it is for them to classify the centre's users?