

Q.1. Short Questions:

(21)

- i. How important is it 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 behaviour.
- iv. Assess the validity and reliability of market research findings.
- v. What is meant by “target market”?
- vi. Outline the key points that a marketing plan must contain.
- vii. Why is it important for a business to plan its market strategy, keeping in view the target market/customer?

Case study

(9)

Mobile phones produced by a large American company are not selling as well as they were. What information should the company research to help it decide on its future?

- i) Prepare a marketing research plan for the above situation.