

Unit 5 - Capturing Market Insights

Course outline

How to access the portal

Assignment 0

Introduction to Marketing

Scanning the Business Environment

Capturing Market Insights

Introduction To Marketing Information System

Components of a Marketing Information System

Marketing Research Process

MDP and MRP

Exploratory Research

Exploratory Research - Continued

Quiz : Assignment 3

Solution 3

Feedback For Week 3

Capturing Marketing Insights II

Analyzing the Buyer Behaviour

Analyzing Buyer Behaviour II

Segmentation , Targeting and Positioning

Positioning Based on Segmentation and Targeting

Text Transcription

Live Session

Assignment 3

The due date for submitting this assignment has passed.
As per our records you have not submitted this assignment.

Due on 2019-08-21, 23:59 IST.

1) Sales information system and Inventory level data related to distributors are part of: **1 point**

- Internal Reporting System
- Marketing Research System
- Marketing Intelligence System
- Marketing Decision Support System

No, the answer is incorrect.
Score: 0

Accepted Answers:
Internal Reporting System

2) Creating customer advisory panel and collecting data from secondary databases like government data sources are examples of creating a: **1 point**

- Internal Reporting System
- Marketing Research System
- Marketing Intelligence System
- Marketing Decision Support System

No, the answer is incorrect.
Score: 0

Accepted Answers:
Marketing Intelligence System

3) While doing marketing research we generally consider _____ to be controllable variables and _____ to be uncontrollable factors. **1 point**

- PESTEL, Marketing Mix
- Political factors, Legal factors
- Price, Promotion
- Marketing Mix, PESTEL

No, the answer is incorrect.
Score: 0

Accepted Answers:
Marketing Mix, PESTEL

4) A laptop manufacturing firm notices that they are losing market share and decides to identify attributes that are important to the consumer so that they can improve on that (higher memory, larger hard drive etc.). They form the questions: "How do we reduce our loss of market share" and "Identify the factors which consumers consider to be important for buying laptops." The first question is an example of _____ and the second question is an example of _____. **1 point**

- MRP, MRP
- MDP, MRP
- MDP, MDP
- MRP, MDP

No, the answer is incorrect.
Score: 0

Accepted Answers:
MDP, MRP

5) When a company collects data through survey from its customers, it is termed as _____ and data collected by companies from government reports is termed as _____. **1 point**

- Secondary Data, Primary Data
- Primary Data, Secondary data
- Primary Data, Primary Data
- Secondary Data, Secondary Data

No, the answer is incorrect.
Score: 0

Accepted Answers:
Primary Data, Secondary data

6) _____ is a type of direct exploratory research wherein a few homogeneous participants discuss about a specific issue and a moderator with good communication and interpersonal skill moderates the discussion. **1 point**

- Depth Interview
- Ethnography
- Focus Group Interview
- Content Analysis

No, the answer is incorrect.
Score: 0

Accepted Answers:
Focus Group Interview

7) A company gave a cartoon to some of its consumers and asked them to interpret what they saw in the cartoon. The type of projective technique used by the company is: **1 point**

- Word Association
- Completion Techniques
- Construction Techniques
- None of these

No, the answer is incorrect.
Score: 0

Accepted Answers:
Construction Techniques

8) Identify the correct sequence of steps in the Marketing Research process: **1 point**

- Defining the problem, Develop research plan, Collect and analyse data, Report findings
- Develop research plan,Defining the problem, Collect and analyse data, Report findings
- Develop research plan, Collect and analyse data, Defining the problem, Report findings
- Develop research plan, Collect and analyse data, Report findings, Defining the problem

No, the answer is incorrect.
Score: 0

Accepted Answers:
Defining the problem, Develop research plan, Collect and analyse data, Report findings

9) If you are trying to further refine the research problem then you are likely to engage in _____ research and when you are trying to identify the causal relationships among factors then you are likely to engage in _____ research. **1 point**

- Causal, Exploratory
- Descriptive, Exploratory
- Cross-sectional, Longitudinal
- Exploratory, Causal

No, the answer is incorrect.
Score: 0

Accepted Answers:
Exploratory, Causal

10) According to the Marketing information system, the marketing environment can be described as which of the following? **1 point**

- Analysis, planning, implementation, control
- Target markets, marketing channels, competitors, publics, macroenvironment forces
- Internal databases, information analysis, marketing intelligence
- None of the above

No, the answer is incorrect.
Score: 0

Accepted Answers:
Target markets, marketing channels, competitors, publics, macroenvironment forces