### Week 6 Assignment 6

The due date for submitting this assignment is Sept 21st. To submit this assignment, you must do the following:

**Instructions**

1. Submit a detailed marketing research plan that outlines the research questions, methods, data collection, and analysis plan.

2. Provide an explanation of how your marketing research plan will be implemented and evaluated.

3. Submit a summary of your findings and recommendations for future marketing research.

**Due on:** Sept 21st, 2023 at 11:59 PM

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#### Question 1

**The domains of marketing research subcategories are:**

A) sales, profitability, competitive, product and consumer
B) advertising, trade, economics, product and consumer
C) sales, profitability, competitor, product and consumer
D) advertising, video, competitor, product and consumer

**Answer:** C) sales, profitability, competitor, product and consumer

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#### Question 2

**Market support information synchronizes the outcomes of marketing promotion (i.e., advertising, direct marketing, trade shows, consumer competitions, and so on). This is the functioning of one of the subcategories of MEK recognized as:**

A) Marketing Research Subcategories
B) Marketing Decision Support (MDS) Subcategories
C) Internal Reports Subcategories
D) Prevention and Advertising Subcategories

**Answer:** A) Marketing Research Subcategories

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#### Question 3

**Which of these functions is not concerned with information system for sales and distribution (SIS)?**

A) Receiving orders
B) Communicating with the prospective customers
C) Decisions relating to product-service pricing
D) Providing the customer support

**Answer:** D) Providing the customer support

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#### Question 4

**The key master data required by an information system for sales and distribution (SIS) to impart operational support are:**

A) name master, customer master, company code master, and customer master
B) order master, customer master, material master, and account master
C) name master, customer master, material master, and account master
D) name master, order master, company code master, and account master

**Answer:** A) name master, customer master, company code master, and customer master

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#### Question 5

**Which of these aspects is not dealt with ‘analysis and reporting subsystems’ of SDIS?**

A) Functional analysis of sales orders
B) Scenario analysis
C) Analysis of sales by regions, customer groups, sales persons, and so on
D) Market Share and Trends

**Answer:** D) Market Share and Trends

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#### Question 6

**Which of these technical information that comes under financial management information system (FMIS)?**

A) Budgetary planning and control
B) External Control
C) Internal Control

**Answer:** D) Periodical Financial Report

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#### Question 7

**Which subsystem of the financial management information system (FMIS) refers to the requirements for evaluating support to determine the depreciation values?**

A) Profitability analysis
B) Asset Accounting
C) Capital Cost Controlling
D) Activity-based Costing

**Answer:** B) Asset Accounting

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#### Question 8

**Which of these aspects is not related to strategic information classified under information systems for human resource management (HRMS)?**

A) Policies on wage and benefits related to stock options and bonuses
B) Policies on human resource development and training
C) Policies on personal deployment
D) Policies on personal wellness and facilities

**Answer:** A) Policies on wage and benefits related to stock options and bonuses

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#### Question 9

**The components of ‘payroll administration’ modules under HRMS are:**

A) employee data, company shares, tax deductions, and prior income (PF) contributions
B) incentives, too deductions, bonuses, tax reports, and provident fund (PF) contributions
C) hours and attendance data, incentives, company shares, and tax deductions
D) hours and attendance data, company shares, tax deductions, and prior income (PF) contributions

**Answer:** D) hours and attendance data, company shares, tax deductions, and prior income (PF) contributions

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#### Question 10

**Which module of ‘payroll subsystem’ under HRMS authorizes the employee to assess data on their salary, deductions, leaves, and attendance?**

A) Payroll Administration
B) Benefits Administration
C) Leave and Attendance
D) Payroll Account

**Answer:** C) Leave and Attendance