**Marketing Research**

**Jun 2025 Examination**

**PLEASE NOTE: This assignment is application based, you have to apply what you have learnt in this subject into real life scenario. You will find most of the information through internet search and the remaining from your common sense. None of the answers appear directly in the textbook chapters but are based on the content in the chapter**

**Q1. Furniture shopping can be a daunting and time-consuming process. Fortunately, Sheila Koshy, the Founder CEO & Creative Director of JustRite Furniture envisioned a groundbreaking Furniture E-Commerce Mobile Application designed to revolutionize the way customers shop for furniture, from browsing to purchase and delivery.**

**Discuss the role of Mobile Applications in facilitating e-commerce and marketing research at JustRite Furniture. (10 Marks)**

**Ans 1.**

**Introduction**

In the rapidly evolving digital age, mobile applications have emerged as crucial tools for modern commerce, especially in consumer-centric sectors like furniture retail. Furniture shopping has traditionally been perceived as a daunting and time-consuming experience due to the need for physical inspection, measurements, and delivery coordination. Sheila Koshy, Founder CEO & Creative Director of JustRite Furniture, recognized this pain point and envisioned a transformative solution through a dedicated furniture e-commerce mobile application. This application redefines the customer journey from exploration to final delivery. Beyond enabling seamless transactions, mobile apps also act as data-rich platforms for conducting marketing research. They offer businesses like JustRite real-time insights into

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**Q2. Jenny Fernandez, the owner of Jenny’s Toot Sweet, a local bakery in Marredpally, Secunderabad, wants to launch their new (Do-It-Yourself) DIY- Valentine's Day cake flavours. Jenny believes that she can leverage Social Media, to reach local users interested in customized baking or desserts, across the Twin Cities (Secunderabad-Hyderabad), at a lower cost than traditional advertising.**

**Evaluate the impact of Social Media as a platform for marketing campaigns in terms of cost-effectiveness and reach, at Jenny’s Toot Sweet. (10 Marks)**

**Ans 2.**

**Introduction**

In today’s digital world, small businesses are increasingly turning to social media to promote their products and engage with their target audience. For Jenny Fernandez, owner of Jenny’s Toot Sweet, launching a Do-It-Yourself (DIY) Valentine’s Day cake flavor range presents a unique opportunity to blend creativity with direct consumer engagement. Located in Marredpally, Secunderabad, Jenny is aiming to reach dessert lovers and baking enthusiasts across the Twin Cities using cost-efficient, targeted digital strategies. Traditional advertising methods such as print or radio are often expensive and offer limited tracking of performance. Social media platforms, on the other hand, offer an interactive and budget-friendly way to build

**Q3 (A) You-Do-You is a 12-year-old Casual Clothing Brand based in New York – known for its unique cutting-edge Casual-Chic look, which targets the Millennials and Gen Z (18-35 years). After a decade of explosive growth and expansion, sales have started dipping gradually over the past 6 quarters. In this context, the CEO has called the CMO and the Marketing Leaders to a brainstorming session to discuss the strategy to put the company back on track on its growth trajectory.**

**The Director of Promotions feels that the company needs to refine its Advertising to better reach their core audience. In this context, he feels that they need to invest in Advertising Research. Analyze and Discuss the significance of Advertising Research in developing effective marketing strategies. How can they help the company get back on track? (5 Marks)**

**Ans 3a.**

**Introduction**

In a dynamic fashion market, staying relevant to one’s target audience is essential. You-Do-You, a once-trendy casual wear brand catering to Millennials and Gen Z, has witnessed a sales dip over the past six quarters despite its strong legacy. The Director of Promotions believes refining advertising can revive growth. For this, investing in advertising research is vital. It provides insights into message effectiveness, media performance, and audience preferences,

**Q3(B) In continuation and with the reference to Question 3(A), answer the below question. The Director of Marketing however, feels that the situation is more complex – She feels that the company needs to better understand their Core-Customers’ Preferences and then create a strategy to meet those needs. In this context, she feels that they need to invest in Marketing Research. Analyze and Discuss the significance of Marketing Research in developing effective marketing strategies.**

**How can they help the company get back on track? (5 Marks)**

**Ans 3b.**

**Introduction**

While advertising helps communicate with the audience, understanding who the audience truly is lies at the heart of marketing success. The Director of Marketing at *You-Do-You* rightly points out that falling sales may stem from a deeper issue—losing touch with customer needs and preferences. In this context, marketing research becomes indispensable. It helps the company gather actionable insights about its core customers, enabling it to adapt product