**Marketing Research**

**April 2025 Examination**

**1. You are the Marketing Director of Gharonda Constructions in Delhi NCR. Your company wants to conduct market research to assess customer needs and preferences. Prepare a research plan – Mentioning the Target Group, Priority Markets, and Research Hypotheses in the plan along with the Success Criteria for your research. (10 Marks)**

**Ans 1.**

**Introduction**

Market research plays a pivotal role in understanding customer needs, preferences, and expectations, enabling companies to craft strategies that resonate with their target audience. Gharonda Constructions, a prominent name in the real estate sector in Delhi NCR, aims to conduct a comprehensive market research study to assess the evolving demands of homebuyers. With rising urbanization and an influx of millennial buyers, the preferences for residential properties have shifted significantly, emphasizing affordability, sustainability, and modern amenities. This research plan outlines the critical components needed to identify the

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**2. Define the Target Group for Aishwarya Homes, a Property Developer in Chennai. Analyze the major infrastructure initiatives in Chennai (the Chennai Metro Rail, the Chennai-Bengaluru Industrial Corridor, Elevated Corridors, etc.) and their impact on the Chennai Real Estate market. What are the Opportunities for the Company? What are the Risks and how can they mitigate against these? (10 Marks)**

**Ans 2.**

**Introduction**

Chennai, a bustling metropolitan city, is witnessing rapid urbanization and infrastructural growth, making it a prime destination for real estate development. Aishwarya Homes, a prominent property developer in the region, aims to leverage these opportunities to cater to a diverse customer base. The city’s expanding infrastructure, including the Chennai Metro Rail, Chennai-Bengaluru Industrial Corridor, and elevated corridors, has significantly transformed the real estate landscape, attracting investments and driving demand for residential and commercial spaces. However, navigating this dynamic market requires a comprehensive

**3. You’re the CMO for an Indian Automotive Major. Your company is planning the Pan- India launch of a new Product Family of Electric Two-Wheelers targeted at the entire family. As a first step, you’ve decided to conduct Market Research to help focus your MarketingPlan.**

**a. As part of your Market Research, describe your preferred sampling technique(s) and why you’ve chosen it(these). (5 Marks)**

**Ans 3a.**

**Introduction**

Launching a new product family of electric two-wheelers demands in-depth market insights to develop a focused and impactful marketing plan. A key step in this process is selecting the appropriate sampling techniques for collecting data that represents the preferences and needs of the target audience. As the Chief Marketing Officer, it is crucial to ensure that the sampling methods are cost-effective, inclusive, and capable of delivering reliable data that supports

**b. Describe (at least) Five (5) Secondary Sources which you can leverage and as well, the reasons for selecting them. (5 Marks)**

**Ans 3b.**

**Introduction**

Secondary sources of data provide valuable insights that complement primary research, saving time and resources. For the launch of a new electric two-wheeler product family, leveraging secondary data from reliable sources is essential to understand market dynamics, customer preferences, and competitive landscapes. Below are five key secondary sources and the