**Marketing Research**

**NMIMS Centre for Distance and Online Education (NCDOE)**

**Internal Assignment Applicable for 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.**

**Answer:**

**Introduction:**

The research plan for Gharonda Constructions aims to assess customer needs and preferences within the Delhi NCR real estate market. By understanding key customer segments, geographic priorities, and emerging trends, the company seeks actionable insights to enhance its offerings and stay competitive in the rapidly evolving market.

This research plan will help Gharonda Constructions understand the diverse needs and preferences of its customers, enabling the company to design better products, optimize marketing strategies, and stay competitive in the dynamic real estate market in Delhi NCR.

**Market Research Plan for Gharonda Constructions**

**This is partially solved sample answer**

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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?**

**Answer:**

**Introduction:**

Chennai’s expanding infrastructure offers significant opportunities for Aishwarya Homes to tap into the growing demand for residential and commercial properties. By leveraging emerging markets and understanding the shifting preferences of buyers, the company can mitigate risks through strategic planning, diversification, and a focus on customer-centric development.

**Target Group for Aishwarya Homes (Property Developer in Chennai):**

**Major Infrastructure Initiatives in Chennai and Their Impact on the Real Estate Market:**

**Opportunities for Aishwarya Homes:**

**Risks and Mitigation Strategies:**

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**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).**

**Answer:**

**Introduction:**

For the market research of the new Product Family of Electric Two-Wheelers, I would prefer to use a combination of stratified random sampling and quota sampling. By combining these techniques, we can gather precise and actionable insights while ensuring that all relevant consumer groups are adequately captured in the market research.

Here’s why:

**1. Stratified Random Sampling**

**2. Quota Sampling**

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

**Answer:**

**Introduction:**

For the market research of launching the new Product Family of Electric Two-Wheelers targeted at the entire family, secondary data sources can provide valuable insights without the cost and time investment of primary research. By leveraging these secondary sources, we can gather a rich set of data to understand the broader market environment, consumer preferences, and industry dynamics, all of which will help us craft a targeted and effective marketing plan for the electric two-wheeler launch.

Below are five secondary sources I would leverage:

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