

CCE - Presentation (Group B - Assignment)

Criteria	Requirement	Good (4 to 5 Marks)	Medium (3 -Marks)	Poor (1 to 2 Marks)	CCE Determine
Content and Creativity	Creativity & Abundent material	1 - The presentation contained an abundance of material which clearly related to the main arguments 2 - External research was used to justify arguments or solutions. 3 - The presentation of the material was original and presented in a creative way	The presentation contained material to support the main arguments, but 1 - not all material clearly related to the main arguments; 2 - limited external research was used to justify or arguments solutions	1 - The audience had to make considerable effort to understand the underlying logical and flow of ideas. 2 - Major aspects of the analysis or recommendations were absent. 3 - No external research was used to justify arguments or solutions 4 - The presentation lacked creativity and did not hold audience attention	CO - 5 & CO - 6
Communication	Fluency in Voice communication and Behaviour Skill	1 -The presenter is fluent and articulate; the use and variation of tone and pace is effective. 2 -The presenter demonstrates good grammar and choice of words 3 -The presenter maintains proper eye contact with audience; posture and gestures show a good level of confidence and enthusiasm	1. The presenter's pronunciation is average. Some tone and pace variations are used to facilitate the delivery. 2 - The presenter's vocabulary and grammar accuracy are average 3 - The presenter maintains eye contact some of the time. Posture and gestures display a moderate level of confidence and enthusiasm.	1 - The presenter does not speak clearly, speaks too fast or too slowly, rarely uses tone or pace variation to help the delivery 2 -The presenter uses very limited vocabulary and poor grammar 3 -The presenter does not look at the audience. 4 -The body language shows a lack of confidence and enthusiasm.	
Use of Visual aids	Using Diagram , Graphs	1 -Visual aid is clear, relevant and well designed 2 - Creative effort is evident in making the presentation more appealing	1. Most visuals are clear and/or relevant 2 - Traditional use of media, but effective and professional.	1. Visuals are irrelevant, difficult to understand, or poorly designed 2 - Ineffective use of media	
Time management	Time allowcation each Member or Group	Presentation completed within allotted time (not more than ±10% variation)	Up to ±10 to ±20% variation in allotted time.	More than ±20% variation in allotted time.	

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Academic Year-2022-23

Result Sheet- CCE 1 (Assignment)

MBA -Year I

SEM- II

Subject Name: Marketing Research II

Subject Teacher: *Dr. Lalit Kanore*

Maximum Marks: 25

Roll No.	Name of Student	Marks
2224104	Bansode Omkar Rajendra	18
2224120	Chavan Chetan Satyawan	21
2224125	Dambale Rushikesh Ashok	19
2224126	Dange Abhishek Vijay	19
2224130	Dhavane Raj Vishnu	18
2224134	Dol Tanvi Abhijeet	20
2224137	Dudhe Motiram Dattrao	22
2224151	Game Amit Suresh	22
2224157	Ghotkule Tushar Tukaram	18
2224159	Gosavi Sandeep Anandgiri	21
2224213	Kanhekar Trupti	18
2224232	Lawand Dhavalsinh	19
2224233	Lokhande Vaibhav Shankar	22
2224234	Mahajan Rahul Laxman	16
2224236	Malgan Shafik Nabisab	17
2224243	Mohod Bhushan Bhaurao	19
2224312	Qureshi Tanveer	18
2224333	Shelar Priyanka	19
2224350	Thakur Krishna Sharadsingh	21
2224355	Ughade Charudatta Jitendra	22

Date of Display of result: *26/4/2023*

Date of confirmation of result: *29/4/2023*


Name and Sign of Subject Teacher

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Institute of Professional Studies

Pimpri, Pune – 411 018

MBA II Semester

Subject: 205 MKT Marketing Research II

Assignment

1. Question: Explain the concept of market segmentation and its importance in the development of a marketing strategy.
2. Question: What is the marketing mix, and how does it relate to the marketing strategy of a company?
3. Question: Discuss the concept of competitive advantage in marketing. How can a company sustain a competitive advantage over time?
4. Question: Explain the concept of a SWOT analysis in marketing. Provide an example of how a company can use SWOT analysis to inform its marketing strategy.
5. Question: Describe the concept of target marketing and why it is essential for a company's marketing strategy.

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MBA II Semester

Subject: 205 MKT Marketing Research II

Assignment Answer key

1. Question: Explain the concept of market segmentation and its importance in the development of a marketing strategy.

Answer: Market segmentation is the process of dividing a heterogeneous market into smaller, more homogeneous segments based on specific characteristics such as demographics, psychographics, behavior, or geographic location. This concept is crucial in the development of a marketing strategy because it allows companies to tailor their marketing efforts to specific groups of customers. By doing so, companies can:

- Meet Customer Needs: Segmentation helps identify distinct customer needs and preferences within different segments. This enables companies to design products and services that better align with what each segment values.
- Effective Targeting: Segmentation enables companies to target their marketing efforts more effectively. Instead of using a one-size-fits-all approach, they can create customized marketing campaigns that resonate with each segment.
- Resource Allocation: It helps in allocating marketing resources efficiently. Companies can focus their resources (budget, time, and personnel) on the segments that offer the highest potential for profitability.
- Competitive Advantage: Effective segmentation can lead to a competitive advantage by allowing a company to differentiate itself from competitors and become more customer-centric.

2. Question: What is the marketing mix, and how does it relate to the marketing strategy of a company?

Answer: The marketing mix, often referred to as the 4Ps, consists of four fundamental elements that a company can control to influence consumer buying decisions. These elements are:

- Product: This refers to the physical product or service that the company offers. It includes aspects such as product features, design, quality, branding, and packaging. The product is a crucial component of the marketing strategy as it directly addresses what the company is offering to meet customer needs.
- Price: Price refers to the amount customers are willing to pay for the product or service. It involves pricing strategies, discounts, and the perceived value of the product. Pricing decisions have a significant impact on the company's revenue and profitability.

- Place: Place, also known as distribution, relates to how the product or service is made available to customers. This includes decisions about channels of distribution, retail locations, online presence, and logistics. Effective distribution ensures that the product reaches the right customers at the right time and place.

- Promotion: Promotion encompasses all the marketing activities used to communicate the value of the product to the target audience. This includes advertising, public relations, sales promotions, and social media marketing. Promotion strategies help create awareness, generate interest, and drive sales.

The marketing mix is closely tied to the marketing strategy because it represents the tactical elements that a company uses to implement its overall strategy. A company's marketing strategy guides decisions regarding each of the 4Ps to achieve specific objectives, whether it's market penetration, product differentiation, cost leadership, or other strategic goals.

3. Question: Discuss the concept of competitive advantage in marketing. How can a company sustain a competitive advantage over time?

Answer: Competitive advantage in marketing refers to a company's ability to outperform its competitors by offering superior value to customers. It can be achieved through various means, including:

- Product Differentiation: Offering unique or superior products or services that stand out in the market and meet customer needs more effectively.
- Cost Leadership: Becoming the low-cost producer in the industry, which allows the company to offer competitive prices while maintaining profitability.
- Market Niche: Focusing on a specific market segment or niche where the company can excel and serve customers better than competitors.
- Innovation: Continuously innovating and staying ahead of market trends to offer cutting-edge solutions.

Sustaining a competitive advantage over time requires ongoing effort. Here are some strategies:

- Constant Innovation: Invest in research and development to continually improve products or services and stay ahead of the competition.
- Brand Building: Build a strong brand identity and reputation that customers trust and associate with quality.
- Cost Management: Keep a keen eye on costs to maintain a cost advantage and competitive pricing.
- Customer Focus: Stay attuned to changing customer needs and adapt offerings accordingly.
- Market Expansion: Explore opportunities for growth in new markets or segments while protecting existing market share.

4. Question: Explain the concept of a SWOT analysis in marketing. Provide an example of how a company can use SWOT analysis to inform its marketing strategy.

Answer: SWOT analysis is a strategic planning tool used to evaluate a company's Strengths, Weaknesses, Opportunities, and Threats. Here's how a company can use SWOT analysis to inform its marketing strategy:

- Strengths: These are internal factors that give the company an advantage. For example, a company may have a strong brand, innovative products, or a large customer base. In terms of marketing strategy, a company can leverage strengths by emphasizing them in its marketing messages. For instance, a company with a strong brand can use it to build trust and loyalty among customers.

- Weaknesses: These are internal factors that hinder the company's performance. For example, a company might have outdated technology or a limited budget. In marketing, the company should address weaknesses by devising strategies to mitigate or overcome them. For instance, a company with a limited budget might focus on cost-effective digital marketing strategies.

- Opportunities: These are external factors that present growth possibilities. For example, a company may identify an emerging market trend or a gap in the market. In marketing, the company can align its strategy with these opportunities. For instance, a company noticing a trend toward eco-friendly products can develop and market eco-friendly versions of its products.

- Threats: These are external factors that pose risks to the company. For example, increased competition or changes in regulations can be threats. In marketing, the company should have contingency plans to address threats. For example, if a new competitor enters the market, the company might respond with aggressive marketing campaigns to maintain market share.

5. Question: Describe the concept of target marketing and why it is essential for a company's marketing strategy.

Answer: Target marketing involves identifying and selecting specific segments of the market that a company wants to focus its marketing efforts on. It is essential for a company's marketing strategy for several reasons:

- Efficiency: Target marketing allows a company to allocate its resources (budget, time, and personnel) more efficiently. Instead of trying to appeal to everyone, it concentrates efforts on the most relevant and profitable customer segments.

- Personalization: It enables the company to tailor its marketing messages and offerings to meet the unique needs and preferences of the selected target audience. This personalization often leads to higher conversion rates and customer satisfaction.

- Competitive Advantage: By effectively targeting specific market segments, a company can differentiate itself from competitors and establish a stronger market presence.

- Market Penetration: It helps in penetrating markets more effectively, especially in highly competitive industries. By focusing on niches or segments with less competition, a company can gain a foothold and expand its presence.

- Cost Savings: Target marketing can result in cost savings because the company doesn't waste resources on marketing to uninterested or irrelevant audiences.

In conclusion, target marketing is a fundamental element of a company's marketing strategy, enabling it to optimize resource allocation, connect with customers on a personal level, and gain a competitive edge in the marketplace.

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MBA II Semester

Subject: 205 MKT Marketing Research II

Presentation Topics

1. **Experimental Research Designs:** An in-depth look at experimental research methodologies in marketing, including A/B testing and split testing, and how they contribute to marketing decision-making.
2. **Qualitative Research Methods:** Exploring qualitative research techniques such as focus groups, in-depth interviews, and ethnographic research, and how they provide insights into consumer behavior and preferences.
3. **Survey Design and Questionnaire Development:** The process of creating effective surveys and questionnaires for collecting primary data in marketing research, including best practices and common pitfalls.
4. **Sampling Methods in Marketing Research:** An examination of various sampling techniques, such as random sampling, stratified sampling, and convenience sampling, and their relevance to marketing research.
5. **Data Analysis in Marketing Research:** A comprehensive overview of data analysis techniques, including statistical analysis, data visualization, and software tools commonly used in marketing research.
6. **Consumer Behavior Research:** Studying the psychological and sociological factors that influence consumer decision-making and how this knowledge informs marketing strategies.

7. Market Segmentation Research: Exploring advanced market segmentation techniques, such as cluster analysis and latent class analysis, and their application in targeting specific customer segments.

8. Brand Research and Brand Equity Measurement: Methods for assessing brand perception, loyalty, and equity, and how these findings guide brand management strategies.

9. Customer Satisfaction and Loyalty Research: Techniques for measuring customer satisfaction and loyalty, including Net Promoter Score (NPS) and Customer Satisfaction Index (CSI), and their role in retention and advocacy.

10. Advanced Marketing Analytics: An introduction to advanced analytics tools and techniques, such as predictive modeling, customer lifetime value (CLV) analysis, and attribution modeling, and their application in marketing research.