Name: Nur Ahammad

ID: 1121520011

BBA Program

Batch: 52

Semester: Summer 2023

Course Code: MKT-438

Course Title: Marketing Research

**Answer any 2 questions from the following: (2\*12.5=25)**

**Answer All-**

**1. As a researcher, which steps you need to follow to launch a new product in Dhaka city?**

**2. a) Discuss the factors need to be considered in the environmental context of a problem.**

**b) Is it possible to contrast the basic research designs? If yes, explain.**

**3. Explain the following terms:**

**a) Pilot survey with example.**

**b) MIS vs. DSS.**

**c) Usages of secondary and primary data.**

**Answer to the question no. 1**

Launching a new product in a specific city like Dhaka requires a tailored approach. Here's a detailed step-by-step guide for launching a new product in Dhaka City, Bangladesh:

**1. Market Research and Planning:** Begin by thoroughly researching the Dhaka market. Understand the local consumer behavior, preferences, and needs. Study your competitors and identify gaps in the market that your product can fill. Plan how your product will address these gaps effectively.

**2. Regulatory and Legal Considerations:** Ensure that your product complies with the legal and regulatory requirements in Dhaka. This includes obtaining any necessary licenses or permits to operate and sell your product within the city.

**3. Cultural Sensitivity:** Dhaka has its own unique cultural characteristics. Take the time to understand the cultural nuances, traditions, and values of the local population. Adapt your product, branding, and marketing strategies to resonate with the local culture.

**4. Product Localization:** Tailor your product to suit the specific needs and preferences of Dhaka residents. This may involve making design modifications, adjusting features, or even translating product information and packaging into Bengali.

**5. Distribution and Logistics:** Establish a reliable distribution network within Dhaka. Partner with local distributors, retailers, or e-commerce platforms to ensure that your product reaches customers promptly and efficiently.

**6. Pricing Strategy:** Determine a pricing strategy that aligns with the local market. Consider factors such as local purchasing power, competitive pricing, and any additional costs like taxes or import duties.

**7. Marketing and Promotion:** Develop a comprehensive marketing strategy that combines both online and offline channels. Utilize popular social media platforms in Dhaka, such as Facebook and Instagram, to reach a wider audience. Craft engaging and culturally relevant content to connect with potential customers.

**8. Pre-launch Activities:** Build anticipation for your product by teasing its features and benefits through social media and other local channels. Consider organizing events or pop-up stores to showcase your product to the Dhaka community before the official launch.

**9. Local Partnerships:** Collaborate with local businesses or organizations in Dhaka to enhance your product's visibility and credibility. Establishing partnerships can help you tap into existing networks and expand your reach.

**10. Launch Event:** Organize a launch event in Dhaka to introduce your product to the local audience. Invite media, influencers, potential customers, and key stakeholders to create a buzz around your product.

**11. Customer Feedback and Adaptation:** After the launch, gather feedback from your initial customers in Dhaka. Use their insights to identify areas for improvement and make necessary adjustments to your product, marketing strategies, or distribution methods.

**12. Ongoing Marketing and Support:** Stay engaged with your Dhaka customers through regular communication on social media, email newsletters, and excellent customer support. Consider running localized marketing campaigns during Dhaka's festivals or special events.

**13. Data Analysis and Optimization:** Continuously analyze sales data, customer feedback, and market trends. Use these insights to refine your product and marketing strategies, ensuring that you stay aligned with the evolving needs and preferences of the Dhaka market.

By following these steps and being attuned to the local context, you can increase your chances of a successful product launch in Dhaka City.

**Answer to the question no. 2(a)**

Certainly, let's discuss the factors that need to be considered in the environmental context of a problem:

The environmental context of a problem encompasses the external elements and conditions that surround and interact with the issue you are addressing. It's crucial to examine these factors to gain a comprehensive understanding of the problem and to formulate effective solutions.

**Physical Environment:** The geographical setting and topography play a significant role. Consider how the landscape might contribute to or alleviate the problem. Climate and weather patterns also matter, as they can impact the issue and influence potential solutions. For instance, extreme weather events might exacerbate certain problems.

**Natural Resources:** Evaluate the availability and depletion of natural resources like water, minerals, land, and biodiversity. These resources can be both affected by and contribute to the problem. Understand how sustainable or unsustainable resource use might relate to the issue at hand.

**Ecosystems and Biodiversity:** Local ecosystems and the diversity of plant and animal species are intertwined with the problem. Changes in ecosystem health can influence the problem's dynamics, and the loss of biodiversity might have broader implications.

**Pollution and Waste:** Examine the sources and types of pollution—air, water, or soil—that are linked to the problem. Consider waste generation and disposal practices, and how they might contribute to the issue or impact potential solutions.

**Social and Cultural Factors:** Social norms, cultural beliefs, and traditional practices influence how the problem is perceived and managed. The community's viewpoints, attitudes, and values might either enable or hinder effective solutions.

**Economic Considerations:** Analyze how local industries, economic activities, and businesses intersect with the problem. Economic incentives or barriers can shape the feasibility of implementing certain solutions. Consider opportunities for sustainable economic development.

**Policy and Regulation:** Examine existing environmental policies and regulations. Assess whether they address the problem adequately or if there are gaps that need to be filled. The effectiveness of enforcement mechanisms also matters.

**Technological Factors:** Explore the technological capabilities and limitations within the context of the problem. Innovative technologies could offer solutions, but any technological constraints should also be recognized.

**Global and Regional Influences:** Consider how international agreements, such as climate treaties, impact the problem. If the issue extends beyond local boundaries, regional cooperation may be necessary for effective solutions.

In essence, understanding the environmental context involves recognizing the intricate web of interactions between the problem and the world it inhabits. By considering these multifaceted factors, you can design and implement solutions that are well-suited to the unique environmental circumstances in which the problem exists.

**Answer to the question no. 2(b)**

The environmental context of a problem refers to the external factors and conditions surrounding the issue you are addressing. These factors can significantly influence how a problem is perceived, its causes, and potential solutions. When analyzing the environmental context of a problem, consider the following factors:

**Experimental Research:** Experimental research is a design used to explore cause-and-effect relationships between variables. In this approach, researchers actively manipulate one or more variables (independent variables) to observe their impact on another variable (dependent variable). Through random assignment, participants are placed into different conditions, such as an experimental group that receives the manipulation and a control group that does not. By comparing the outcomes of these groups, researchers can determine whether the manipulation causes a change in the dependent variable. The strength of experimental research lies in its ability to establish causal relationships.

**Correlational Research:** Correlational research focuses on understanding relationships between variables without manipulating them. Researchers collect data from participants and use statistical techniques to measure the degree and direction of association between variables. While correlational research can uncover connections between variables, it does not establish cause and effect. Correlation does not imply causation—it simply indicates that changes in one variable are related to changes in another. Correlational research is valuable for identifying patterns and predicting behaviors or outcomes.

**Descriptive Research:** Descriptive research aims to provide a comprehensive and detailed portrayal of a phenomenon, population, or event. Researchers gather information through methods like observations, surveys, or content analyses. Unlike experimental or correlational research, descriptive research does not involve manipulating variables or examining cause-and-effect relationships. Instead, its primary goal is to offer a rich and accurate description of the subject under investigation. Descriptive research is often used when researchers want to understand the characteristics, behaviors, or trends within a specific context.

In summary, experimental research involves manipulating variables to establish cause and effect, correlational research explores relationships between variables without manipulation, and descriptive research provides detailed descriptions without necessarily examining cause and effect. Each research design serves different purposes and offers unique insights into the nature of the phenomena being studied.

**Answer to the question no. 3**

**Ans(3.a):**

A pilot survey, also known as a pilot study or pilot testing, is a preliminary and small-scale research effort conducted before the main study to identify and address potential issues with the research design, methodology, questionnaire, or procedures. It helps researchers ensure that their approach is valid, reliable, and feasible before committing to a larger-scale investigation. Pilot surveys are valuable for refining the research process and avoiding problems that could compromise the success of the main study.

Here's an example of a pilot survey:

**Research Objective:** To investigate the eating habits and dietary preferences of college students.

**Step 1: Planning the Pilot Survey**

Before conducting the main survey, the researchers decide to conduct a pilot survey to test their questionnaire and procedures. They plan to administer the pilot survey to a small group of 30 college students from a single campus.

**Step 2: Questionnaire Development**

The researchers create a questionnaire with questions related to eating habits, food preferences, meal patterns, and factors influencing food choices. They also include demographic questions to gather basic information about the participants.

**Step 3: Conducting the Pilot Survey**

The researchers select 30 college students from different academic programs and backgrounds. They explain the purpose of the pilot survey and ask for their participation. Each participant is asked to complete the questionnaire, and they are encouraged to provide feedback on the clarity of the questions and the overall survey experience.

**Step 4: Analyzing Pilot Survey Results**

After collecting responses from the pilot survey, the researchers analyze the data. They examine the distribution of responses, identify any patterns or outliers, and assess the clarity of the questions based on participants' feedback.

**Step 5: Refinement and Adjustments**

Based on the analysis of the pilot survey, the researchers make necessary adjustments to the questionnaire. They revise unclear or confusing questions, remove redundant items, and fine-tune the wording to improve overall comprehension.

**Step 6: Finalizing the Main Survey**

With the revised questionnaire, the researchers are confident that their survey is ready for a larger-scale investigation. They implement the refined questionnaire and methodology to conduct the main survey among a larger and more diverse group of college students.

In summary, a pilot survey is a preliminary research step that involves testing a research instrument and methodology on a small sample before conducting the main study. The example provided illustrates how researchers plan, conduct, analyze, and refine a pilot survey to ensure the success of their larger research endeavor.

**Ans(3.b):**

MIS (Management Information System) and DSS (Decision Support System) are both types of computer-based systems that assist organizations in managing and making decisions, but they serve different purposes and have distinct characteristics. Here's a comparison of MIS and DSS:

**1. Purpose and Focus:**

* **MIS (Management Information System):** MIS primarily focuses on providing structured and predefined information to support the operational and managerial activities of an organization. It collects, processes, and presents data from various sources to help managers and decision-makers monitor and control daily operations and make informed decisions.
* **DSS (Decision Support System):** DSS is designed to support more complex and unstructured decision-making. It provides tools and capabilities to help decision-makers analyze data, model scenarios, and explore alternatives when facing semi-structured or unstructured problems. DSS aids in making strategic, tactical, and operational decisions.

**2. Decision Types:**

* **MIS:** MIS typically supports routine, structured decisions based on predefined rules and procedures. It provides standardized reports and summaries to assist in monitoring and controlling operations.
* **DSS:** DSS supports various decision types, including structured, semi-structured, and unstructured decisions. It enables users to perform "what-if" analysis, scenario planning, and modeling to explore different alternatives and outcomes.

**3. Data and Information:**

* **MIS:** MIS primarily deals with historical and current data, focusing on generating reports and summaries that provide insights into past and present performance.
* **DSS:** DSS works with both historical and current data, but it also incorporates external and real-time data to help decision-makers evaluate potential future scenarios.

**4. User Interaction:**

* **MIS:** MIS emphasizes generating standard reports and dashboards for regular monitoring and reporting. It provides less interactive capabilities for users to manipulate data and perform in-depth analysis.
* **DSS:** DSS offers more interactive and flexible tools that allow users to manipulate data, create custom queries, conduct simulations, and perform complex analysis.

**5. Complexity:**

* **MIS:** MIS is designed for relatively straightforward and routine tasks, focusing on predefined data and reports.
* **DSS:** DSS handles more complex and dynamic decision-making tasks, allowing users to explore multiple variables and factors influencing decisions.

**6. Examples:**

* **MIS:** Daily sales reports, inventory summaries, financial statements, employee attendance records.
* **DSS:** Market analysis for launching a new product, investment portfolio optimization, resource allocation in a manufacturing process.

In summary, MIS is more geared towards structured and routine information needs for monitoring and controlling operations, while DSS provides tools and capabilities for more complex and dynamic decision-making tasks. DSS assists users in exploring different scenarios, analyzing alternatives, and making strategic, tactical, and operational decisions.

**Ans(3.c):**

Explain Pilot survey with example

A pilot survey, also known as a pilot study or pilot testing, is a preliminary and small-scale research effort conducted before the main study to identify and address potential issues with the research design, methodology, questionnaire, or procedures. It helps researchers ensure that their approach is valid, reliable, and feasible before committing to a larger-scale investigation. Pilot surveys are valuable for refining the research process and avoiding problems that could compromise the success of the main study.

Here's an example of a pilot survey:

**Research Objective:** To investigate the eating habits and dietary preferences of college students.

**Step 1: Planning the Pilot Survey**

Before conducting the main survey, the researchers decide to conduct a pilot survey to test their questionnaire and procedures. They plan to administer the pilot survey to a small group of 30 college students from a single campus.

**Step 2: Questionnaire Development**

The researchers create a questionnaire with questions related to eating habits, food preferences, meal patterns, and factors influencing food choices. They also include demographic questions to gather basic information about the participants.

**Step 3: Conducting the Pilot Survey**

The researchers select 30 college students from different academic programs and backgrounds. They explain the purpose of the pilot survey and ask for their participation. Each participant is asked to complete the questionnaire, and they are encouraged to provide feedback on the clarity of the questions and the overall survey experience.

**Step 4: Analyzing Pilot Survey Results**

After collecting responses from the pilot survey, the researchers analyze the data. They examine the distribution of responses, identify any patterns or outliers, and assess the clarity of the questions based on participants' feedback.

**Step 5: Refinement and Adjustments**

Based on the analysis of the pilot survey, the researchers make necessary adjustments to the questionnaire. They revise unclear or confusing questions, remove redundant items, and fine-tune the wording to improve overall comprehension.

**Step 6: Finalizing the Main Survey**

With the revised questionnaire, the researchers are confident that their survey is ready for a larger-scale investigation. They implement the refined questionnaire and methodology to conduct the main survey among a larger and more diverse group of college students.

In summary, a pilot survey is a preliminary research step that involves testing a research instrument and methodology on a small sample before conducting the main study. The example provided illustrates how researchers plan, conduct, analyze, and refine a pilot survey to ensure the success of their larger research endeavor.