

National Testing Agency

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Quantitative Marketing Research

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|--------------------------------------|-----------|
| Group Number : | 1 |
| Group Id : | 940918125 |
| Group Maximum Duration : | 0 |
| Group Minimum Duration : | 120 |
| Show Attended Group? : | No |
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Quantitative Marketing Research-1

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|--------------------------------|-----------|
| Section Id : | 940918181 |
| Section Number : | 1 |
| Section type : | Online |
| Mandatory or Optional : | Mandatory |

| | |
|---|-----------|
| Number of Questions : | 50 |
| Number of Questions to be attempted : | 50 |
| Section Marks : | 100 |
| Enable Mark as Answered Mark for Review and Clear Response : | Yes |
| Sub-Section Number : | 1 |
| Sub-Section Id : | 940918246 |
| Question Shuffling Allowed : | Yes |

Question Number : 1 Question Id : 9409188241 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

- i. Auctions are inexpensive and easy to conduct as a pricing tool.
- ii. The van Westendorp method is a popular pricing tool but without much scientific basis.

- 1. (i) True, (ii) true
- 2. (i) True, (ii) false
- 3. (i) False, (ii) true
- 4. (i) False, (ii) false

Options :

94091830937. 1

94091830938. 2

94091830939. 3

94091830940. 4

Question Number : 2 Question Id : 9409188242 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

- i. In an auction, the seller determines the price based on conjoint analysis.
- ii. Auctions can be used to measure WTP.

- 1. (i) True, (ii) true
- 2. (i) True, (ii) false
- 3. (i) False, (ii) true
- 4. (i) False, (ii) false

Options :

94091830941. 1

94091830942. 2

94091830943. 3

94091830944. 4

Question Number : 3 Question Id : 9409188243 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

- i. Conjoint analysis is a method to design auctions
- ii. Conjoint Analysis involves showing real products to consumers.

- 1. (i) True, (ii) true
- 2. (i) True, (ii) false
- 3. (i) False, (ii) true
- 4. (i) False, (ii) false

Options :

94091830945. 1

94091830946. 2

94091830947. 3

94091830948. 4

Question Number : 4 Question Id : 9409188244 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

- i. Ideally, correlation between two items in different multi-item scales should be low.
- ii. If an item in a multi item scale has very low correlation with others, it can be dropped to improve Cronbach alpha.

- 1. (i) True, (ii) true
- 2. (i) True, (ii) false
- 3. (i) False, (ii) true
- 4. (i) False, (ii) false

Options :

94091830949. 1

94091830950. 2

94091830951. 3

94091830952. 4

Question Number : 5 Question Id : 9409188245 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

- i. For a multi-item (i.e. multi-question construct), responses to questions should be highly correlated.
- ii. An ideal survey question should ask as many questions as possible.

- 1. (i) True, (ii) true
- 2. (i) True, (ii) false
- 3. (i) False, (ii) true
- 4. (i) False, (ii) false

Options :

94091830953. 1

94091830954. 2

94091830955. 3

94091830956. 4

Question Number : 6 Question Id : 9409188246 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

- i. Multiple choice questions are ideal to capture open ended feedback.
- ii. Cronbach alpha is a measure of nomological validity.

- 1. (i) True, (ii) true
- 2. (i) True, (ii) false
- 3. (i) False, (ii) true
- 4. (i) False, (ii) false

Options :

94091830957. 1

94091830958. 2

94091830959. 3

94091830960. 4

Question Number : 7 Question Id : 9409188247 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

- i. In an oral survey, the person administering the survey should share their own answers to questions, to get the desired answers from respondents.
- ii. Conjoint analysis is a method of collecting qualitative data via interviews.

- 1. (i) True, (ii) true
- 2. (i) True, (ii) false
- 3. (i) False, (ii) true
- 4. (i) False, (ii) false

Options :

94091830961. 1

94091830962. 2

94091830963. 3

94091830964. 4

Question Number : 8 Question Id : 9409188248 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

- i. Customers in the same segment must have similar tastes.
- ii. Segmentation helps marketers create needs among customers.

1. (i) True, (ii) true
2. (i) True, (ii) false
3. (i) False, (ii) true
4. (i) False, (ii) false

Options :

94091830965. 1

94091830966. 2

94091830967. 3

94091830968. 4

Question Number : 9 Question Id : 9409188249 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

- i. Target segments should be decided before doing segmentation.
- ii. k-means clustering allows a market researcher to design a survey.

1. (i) True, (ii) true
2. (i) True, (ii) false
3. (i) False, (ii) true
4. (i) False, (ii) false

Options :

94091830969. 1

94091830970. 2

94091830971. 3

94091830972. 4

Question Number : 10 Question Id : 9409188250 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

- i. Any two segments of customers should ideally be similar to each other and
- ii. Stated preference means actual behavior.

- 1. (i) True, (ii) true
- 2. (i) True, (ii) false
- 3. (i) False, (ii) true
- 4. (i) False, (ii) false

Options :

94091830973. 1

94091830974. 2

94091830975. 3

94091830976. 4

Question Number : 11 Question Id : 9409188251 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Consider the following question: Would you pay Rs. 10,000 for a haircut at a Javed Habib Salon? YES/NO

- 1. It is unethical
- 2. It is a leading question
- 3. It asks multiple things
- 4. It is alright

Options :

94091830977. 1

94091830978. 2

94091830979. 3

94091830980. 4

Question Number : 12 Question Id : 9409188252 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Segmentation analysis is useful in

1. Designing new products
2. Redesigning product portfolios
3. Pricing
4. All of these are correct

Options :

94091830981. 1

94091830982. 2

94091830983. 3

94091830984. 4

Question Number : 13 Question Id : 9409188253 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which of these is FALSE?

- i. Auctions can be used to gauge revealed WTP
- ii. Conjoint analysis gauges revealed preferences

1. i and ii
2. Only i
3. Only ii
4. Neither i nor ii

Options :

94091830985. 1

94091830986. 2

94091830987. 3

94091830988. 4

Question Number : 14 Question Id : 9409188254 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Consider the question: "Do you have an Amazon and Netflix account? [YES/NO]" Which of these is true?

1. It is a double-barreled question that should be split into two questions
2. It is an ideal question
3. It should be framed as a 7-point Likert scale
4. None of these are correct

Options :

94091830989. 1

94091830990. 2

94091830991. 3

94091830992. 4

Question Number : 15 Question Id : 9409188255 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Price discrimination is

1. Illegal
2. Unethical
3. Neither
4. Depends on the situation

Options :

94091830993. 1

94091830994. 2

94091830995. 3

94091830996. 4

Question Number : 16 Question Id : 9409188256 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which of these is popular, but without much theoretical support?

1. Auctions
2. Conjoint analysis
3. Van Westendorp pricing
4. None of these is correct

Options :

94091830997. 1

94091830998. 2

94091830999. 3

94091831000. 4

Question Number : 17 Question Id : 9409188257 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Imagine you have two points in a 2-dimensional space represented by (x,y) . These points are $(8,2)$, $(2,7)$ and $(2,1)$. The centroid of the cluster formed by these three points is:

1. $(2.67, 1.33)$
2. $(4.00, 3.33)$
3. $(2.67, 2.67, 6.00)$
4. $(1.33, 2.33, 6.67)$

Options :

94091831001. 1

94091831002. 2

94091831003. 3

94091831004. 4

Question Number : 18 Question Id : 9409188258 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Your company has developed a data mining algorithm that can identify the whereabouts of dissidents of a dictatorial regime that is friendly to India. They are known to jail dissenters. You do this by finding their locations from their Tweets. You should:

1. Sell the data to the Indian Government
2. Sell the data to the foreign government
3. Sell the data to a third-party agency
4. None of these is correct

Options :

94091831005. 1

94091831006. 2

94091831007. 3

94091831008. 4

Question Number : 19 Question Id : 9409188259 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which of these products should NOT be designed using conjoint analysis?

1. Cellphones
2. Movies
3. Bank investment products
4. Hotel rooms

Options :

94091831009. 1

94091831010. 2

94091831011. 3

94091831012. 4

Question Number : 20 Question Id : 9409188260 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which of these would not be considered ok in most markets?

1. Targeted ads for travel insurance from your foreign company visa data
2. Targeted ads for weight loss programs from your fast food consumption data
3. Targeted ads for yoga from your hospital patient data
4. All of these would not be considered ok.

Options :

94091831013. 1

94091831014. 2

94091831015. 3

94091831016. 4

Question Number : 21 Question Id : 9409188261 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

You have the following options to design a hotel room: Bed size: King/Queen; Free breakfast:

Included/excluded; Price: Rs 3000, Rs. 3500, Rs 40000, Rs 50000; Wifi: Included/excluded

How many possible product configurations can you have with these four attributes?

1. 8
2. 16
3. 20
4. 32

Options :

94091831017. 1

94091831018. 2

94091831019. 3

94091831020. 4

Question Number : 22 Question Id : 9409188262 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Consider the question: "Did you drink Pepsi and Coke last week?" What is wrong with this question?

1. It asks many questions and should be split
2. It is a leading question
3. It should be framed as a 7-point Likert scale
4. None of these is correct.

Options :

94091831021. 1

94091831022. 2

94091831023. 3

94091831024. 4

Question Number : 23 Question Id : 9409188263 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

You run a college that is looking for higher rankings in an all-India ranking exercise. You can:

1. Request alumni to respond to surveys
2. Pay alumni to give you high ratings
3. Request students to respond to surveys with only high scores
4. None of the option is correct

Options :

94091831025. 1

94091831026. 2

94091831027. 3

94091831028. 4

Question Number : 24 Question Id : 9409188264 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

What is updated in every iteration of k-means clustering?

1. Cluster centroids
2. Assignment of points to each cluster
3. Cluster centroids and assignment of points to each cluster, both
4. Cluster centroids nor assignment of points to each cluster.

Options :

94091831029. 1

94091831030. 2

94091831031. 3

94091831032. 4

Question Number : 25 Question Id : 9409188265 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which of these is a segmentation method?

1. k-means clustering
2. Linear regression
3. Logistic regression
4. None of these is correct

Options :

94091831033. 1

94091831034. 2

94091831035. 3

94091831036. 4

Question Number : 26 Question Id : 9409188266 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which of these is NOT an ethically acceptable way of collecting consumer data?

1. Floating online surveys
2. Analyzing public social media posts
3. Tapping phone calls
4. Approaching store customers to answer a few questions

Options :

94091831037. 1

94091831038. 2

94091831039. 3

94091831040. 4

Question Number : 27 Question Id : 9409188267 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which of these is NOT a feature of conjoint analysis?

1. Can be used to determine optimal product features
2. Can be used as a pricing tool
3. Can be used to analyze people's emotions
4. Can be used to redesign existing products

Options :

94091831041. 1

94091831042. 2

94091831043. 3

94091831044. 4

Question Number : 28 Question Id : 9409188268 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Exaggeration bias means:

1. Stated WTP is more than revealed, or actual WTP
2. People exaggerate their professional qualification
3. Extreme fluctuations in mood
4. WTP is negative

Options :

94091831045. 1

94091831046. 2

94091831047. 3

94091831048. 4

Question Number : 29 Question Id : 9409188269 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

In which of these scenarios is it NOT advisable to outsource marketing research?

1. You don't have people qualified in marketing research methods
2. Outsourcing marketing research is more expensive than doing it in-house
3. You have a large marketing research team
4. You need an outsider's perspective on your business

Options :

94091831049. 1

94091831050. 2

94091831051. 3

94091831052. 4

Question Number : 30 Question Id : 9409188270 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Imagine you run a music record business. Which of these is NOT a secondary source of data?

1. AC Nielsen's SoundScan data, covering retail sales of music albums in major retailers
2. Customer feedback left on your website by customers
3. Billboard Magazine's top 100
4. Amazon's user reviews of various albums

Options :

94091831053. 1

94091831054. 2

94091831055. 3

94091831056. 4

Question Number : 31 Question Id : 9409188271 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Imagine you have three points in a 3-dimensional space represented by (x,y,z) .

These points are $(1,2,3)$, $(1,4,7)$ and $(2,1,8)$. The centroid of the cluster formed by these three points is:

1. $(2.67, 1.33, 6.33)$
2. $(1.33, 2.33, 6.00)$
3. $(2.67, 2.67, 6.00)$
4. $(1.33, 2.33, 6.67)$

Options :

94091831057. 1

94091831058. 2

94091831059. 3

94091831060. 4

Question Number : 32 Question Id : 9409188272 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The ideal number of segments in any marketing application is:

1. 2
2. 3
3. 4
4. None of these is correct

Options :

94091831061. 1

94091831062. 2

94091831063. 3

94091831064. 4

Question Number : 33 Question Id : 9409188273 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Consider the question: "As a patriot, do you agree that you should pay taxes? [YES/NO]."

What is wrong with this question?

1. It asks many questions and should be split
2. It is a leading question that appeals to the supposed patriotism of the respondent
3. It should be framed as a 7-point Likert scale
4. None of the options is correct

Options :

94091831065. 1

94091831066. 2

94091831067. 3

94091831068. 4

Question Number : 34 Question Id : 9409188274 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which of these is an open-ended survey item?

1. Likert scale
2. Multiple choice
3. Text input
4. None of these is correct

Options :

94091831069. 1

94091831070. 2

94091831071. 3

94091831072. 4

Question Number : 35 Question Id : 9409188275 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which of these is not a way to increase seller's profit?

1. Reducing cost of manufacturing
2. Increasing customer's WTP through product enhancement and branding
3. Increasing price beyond WTP
4. Decreasing price to increase demand

Options :

94091831073. 1

94091831074. 2

94091831075. 3

94091831076. 4

Question Number : 36 Question Id : 9409188276 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Here are two statements:

A – Other things kept constant, the value to a consumer increases if price is decreased.

B – Other things kept constant, the value to the seller increases if cost is decreased.

Which of the above is false?

1. A and B
2. Only A but not B
3. Only B but not A
4. Neither A nor B

Options :

94091831077. 1

94091831078. 2

94091831079. 3

94091831080. 4

Question Number : 37 Question Id : 9409188277 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which of these cannot increase a consumer's WTP?

1. Branding
2. Product enhancement
3. Value-added services
4. Reducing manufacturing cost

Options :

94091831081. 1

94091831082. 2

94091831083. 3

94091831084. 4

Question Number : 38 Question Id : 9409188278 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The Facebook login page says the following: "Create an account or log into Facebook. Connect with friends, family and other people you know. Share photos and videos, send messages and get updates." What kind of value is it communicating?

1. Social value
2. Experiential value
3. Functional value
4. Economic value

Options :

94091831085. 1

94091831086. 2

94091831087. 3

94091831088. 4

Question Number : 39 Question Id : 9409188279 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Designing a study is a resource allocation problem. Why?

1. Data collection involves only time
2. Data collection involves only manpower
3. Data collection involves both time and manpower
4. None of these is correct

Options :

94091831089. 1

94091831090. 2

94091831091. 3

94091831092. 4

Question Number : 40 Question Id : 9409188280 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Lower prices on healthcare are not ok if given to:

1. Senior citizens
2. Small children
3. Scientologists
4. None of these is correct

Options :

94091831093. 1

94091831094. 2

94091831095. 3

94091831096. 4

Question Number : 41 Question Id : 9409188281 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which of these Likert scales does not have a neutral or midpoint?

1. 5 point
2. 7 point
3. 10 point
4. 11 point

Options :

94091831097. 1

94091831098. 2

94091831099. 3

94091831100. 4

Question Number : 42 Question Id : 9409188282 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

You have the following options to design a laptop: RAM 1GB/2GB/4GB; HDD:512GB/1TB; Price: Rs 30000, Rs 40000, Rs 50000.

How many possible product configurations can you have with these three attributes?

1. 18
2. 24
3. 16
4. 30

Options :

94091831101. 1

94091831102. 2

94091831103. 3

94091831104. 4

Question Number : 43 Question Id : 9409188283 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which of the following is an unethical practice?

1. Try to sell a product to survey respondents after they answer a survey
2. Buy customer information from employees of banks who have collected know-your-customer (KYC) documents
3. Asking a respondent to change an undesirable response
4. All of the options are correct

Options :

94091831105. 1

94091831106. 2

94091831107. 3

94091831108. 4

Question Number : 44 Question Id : 9409188284 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Electricity bills are a great source of consumer data as it provides a good idea of how many appliances a household has. Your friend at the electricity board offers you copies of all electricity bills. This can be used for:

1. Advising consumer electronics companies on whom to sell new refrigerators to
2. Designing special offers for specific households to save energy
3. Discounts on solar heaters
4. None of the options is correct

Options :

94091831109. 1

94091831110. 2

94091831111. 3

94091831112. 4

Question Number : 45 Question Id : 9409188285 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Influencer marketing is:

1. Illegal
2. Immoral
3. Alright as long as the influencer-brand relationship is explicitly stated
4. Deplorable

Options :

94091831113. 1

94091831114. 2

94091831115. 3

94091831116. 4

Question Number : 46 Question Id : 9409188286 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

You find your married colleague on a dating app. You should

1. Alert the police
2. Alert his employer
3. Alert his doctor
4. None of these is correct

Options :

94091831117. 1

94091831118. 2

94091831119. 3

94091831120. 4

Question Number : 47 Question Id : 9409188287 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which of these price discrimination schemes can get you into trouble in India?

1. 10% off for HDFC bank cards only
2. 5% cashback for Paytm users
3. 20% discount for Brahmins
4. None of these is correct

Options :

94091831121. 1

94091831122. 2

94091831123. 3

94091831124. 4

Question Number : 48 Question Id : 9409188288 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which of the following is incorrect?

1. k-means clustering is a method of segmentation
2. k-means clustering is a method of targeting
3. k-means clustering is an unsupervised machine learning algorithm
4. k-means clustering is widely used in marketing research

Options :

94091831125. 1

94091831126. 2

94091831127. 3

94091831128. 4

Question Number : 49 Question Id : 9409188289 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Here are two excerpts from different hotel websites

A – “Surrounded by lush lawns and soothing water bodies, Taj Bangalore is a 154-key luxury hotel designed to capture the essence of the city’s modernity and its beautiful weather.”

B – “With state-of-the-art facilities, this is your own office space in Mumbai. We’re open all night, to accommodate any time zone, and match any schedule! Quick connectivity helps you work in a jiffy.”

What values do they respectively communicate?

1. A – social; B – experiential
2. A – experiential; B – experiential
3. A – experiential; B – functional
4. A – functional; B – functional

Options :

94091831129. 1

94091831130. 2

94091831131. 3

94091831132. 4

Question Number : 50 Question Id : 9409188290 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Walkart is an online retailer that has discovered that its sales revenues have been decreasing year after year while its competitor, Nile is gaining more and more market share. To address this, which of the following is the best goal for designing a market research study?

1. What is the best way to redesign the website?
2. What are the best discounts to offer the consumers?
3. What are the causes of declining revenue?
4. How do we best pivot our business model?

Options :

94091831133. 1

94091831134. 2

94091831135. 3

94091831136. 4