

3 rd year of license- Marketing	1 st TD Dr. GOURI M	Full name:.....
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❖ Classification of Marketing research:

- Determine the appropriate marketing research for each situation

1-A company wants to collect data on customer demographics and their orientations toward a service.

➤

2- The company CEBON wants to collect data on its product Elmordjan during the month of Ramadan

➤

3- The Soummam company wants to know if consumers accept its advertising message entitled: Superior quality on its new product. You should know that she uses this message for all her products.

➤

4-A company wants to do a study to measure the skills of its employees.

➤

5-A company wants to measure the impact of price variation on the volume of demand for its products.

➤

6- A company wants to collect data about the image of its product in the minds of consumers.

➤

7- The Algerian Golf Bank wants to know the degree of satisfaction of its customers with its services.

➤

8- Condor plans to launch a new product on the market, it presents products supported by after-sales services.

➤

9-The company wants to evaluate the efficiency of its advertising by observing a group of clients for a continuous year

➤

10- A company wants to discover the reasons for its employees' inefficiency before starting a study.....

Solution TD 01

Classification of Marketing research:

1-A company wants to collect data on customer demographics and their orientations toward a service.

- Descriptive research using statistics

2- The company CEBON wants to collect data on its product Elmordjan during the month of Ramadan

- Transversal research

3- The Soummam company wants to know if consumers accept its advertising message entitled: Superior quality on its new product. You should know that she uses this message for all her products.

- Inductive research

4-A company wants to do a study to measure the skills of its employees.

- Case study

5-A company wants to measure the impact of price variation on the volume of demand for its products.

- Experimental research

6- A company wants to collect data about the image of its product in the minds of consumers.

- Descriptive research using statistics

7- The Algerian Golf Bank wants to know the degree of satisfaction of its customers with its services.

- Descriptive research using statistics

8- Condor plans to launch a new product on the market, it presents products supported by after-sales services.

- Inductive research

9-The company wants to evaluate the efficiency of its advertising by observing a group of clients for a continuous year

- Extensive research

10- A company wants to discover the reasons for its employees' inefficiency before starting a study.

- Exploratory research