

TOTAL MARKS: 20

SPECIAL INSTRUCTIONS :

Assignments reaching after the due date would not be considered.

- Students are advised to study the question carefully.
 - Try not to include any irrelevant material in the solution.
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- 1. Why is it important for decision makers to have philosophies? What is the marketing concept and what is its relationship to marketing research?(5 Marks)**
- 2. What is a marketing strategy, and why is marketing research important to strategy makers? (5 Marks)**
- 3. List three product failures and explain the most important reason that they failed. Could these failures have been avoided with better research information? (5 Marks)**
- 4. Explain why firms may not have a need for marketing research. (5 Marks)**

Student Name :

Id. No. :

Comments / Marks :
