

Marketing Management- BE300 TMA- Nike and Telecom Case Study (1000)

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Abstracts

This report provide solution to questions of BE300 TMA, Read carefully the following instructions and both cases study, and then answer each question in an essay format.

To support your analysis use relevant material from BE300 covered so far and other resources such as AOU e-library articles.

Contents

First Question: (40 marks-400 words)

In 2008, Nike spent an enormous amount of money more than a billion of dollars on marketing activities including marketing research and promotional activities. Nike is moving from one product to the other, from designing the traditional football shoes to athletic shoes. However, recently entered that field after Sketchers, Nike wants to increase its share of athletic shoes. Nike needs to understand who wears athletic shoes and how it is used and when it is used. Moreover, Nike wants to know what differentiate other athletic shoes in the market.

Required:

The problem is approached through three main researches; exploratory, descriptive and causal or explanatory. (15 marks)

Quantitative and qualitative data could help in answering Nike research problem. In light of this: (15 marks)

Answer:

Second Question: (35 marks- 300 words)

A Telecommunication company is thinking of developing its distribution channels; call centers and branches as a means of improving services to its customers. The development of this call center will cost one milliard of pounds. This calls for careful thinking and prior research before the approval of this investment proposal.

Required:

Explain the differences between primary data and secondary data. (15 marks)

Primary data could help in evaluating of the feasibility of this investment proposal, from the marketing perspective. Give examples on primary data collection tools that might help in this case and explain how this primary data could be used in this situation. (10 marks)

Suggest and justify the secondary data that could help in evaluating the feasibility of this investment proposal from the marketing perspective. (10 marks)

Answer:

Third Question: (25 marks – 300 words)

Quantitative research is widely used in marketing studies, although it involves time and money to implement. Explain the differences among face- to- face interview methods, self- completion methods and telephone interviews in conducting quantitative researches. (15 marks)

Souq.com, an e-retailer is interested in a study to evaluate the effect of its social media advertisements on consumer awareness with its services and intention to buy its products.

Recommend the method (s) of data collection that most fits this case. You need to

justify your choice. (10 marks)

Answer:

References

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