**Assignment 1 (30%)**

**Date of submission: 8/11/2023 (before 6pm)**

**Method of submission: Send to instructor’s email address: kn.tang@nilai.edu.my**

**Question:**

Understanding marketing management and capturing marketing are critical aspects of any business’s success. Since capturing marketing insights is important, you have to answer the following questions in 2-3 pages and submit your assignment on time.

1. Analyse the process of market research and its significance in capturing marketing insights. Develop the significant steps involved in conducting market research?
2. Assess what is the role of data analytics and big data in capturing marketing insights? Determine how businesses use data to make informed marketing decisions.
3. Generate the concept of consumer behaviour analysis. Propose your ideas how can understanding consumer behaviour help in capturing marketing insights?
4. Interpret the importance of competitor analysis in marketing. Justify how can businesses gain insights into their competitors' strategies and use that information to their advantage?
5. Plan how can businesses use customer feedback and surveys to capture marketing insights and improve their products or services? Compile examples of companies that have successfully utilized customer feedback.