

Product and Brand Management (MK 8620)

Fall, 2017



**Center for Excellence in
BRAND & CUSTOMER MANAGEMENT**

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Assignment 1c (Readings Based Questions)

Note: Submit your answers as a single document by October 2, 2017 at 5 pm on iCollege (Go to Assessment -> Assignments -> submit in Reading-Based Questions #1c). Please name the document as:
MK8620_LASTNAME_FIRSTNAME_1c

For the article, “Sales Forecasts for Existing Consumer Products and Services”, please answer the following questions:

1. Enumerate different ways of measuring purchase intentions? Explain and illustrate these measures. Which one would you prefer and why?
2.
 - i. Under what conditions would you expect intentions data to be useful in predicting future sales behavior? Give examples of product categories where you might use intentions data to forecast sales?
 - ii. Compare various methods that forecast sales using purchase intention measures. How would you adjust for bias in intentions data in order to forecast sales?
3. Given the product category of Satellite Dish (for television entertainment), would you use purchase intention scores for forecasting sales? What method would you use and whom would you obtain your responses from (target segment)?