

Read the case: MSA: The Software Company. This is a realistic illustration of how Conjoint is used in practice. It also gives a good overview of a complete market research program.

Prepare to discuss in class:

- What has MSA learned from the qualitative phase of the research?

- What have they learned from the simple quantitative summaries presented in exhibits 2-11?

- If a John Morton person were available to you, what questions would you ask him or her about the conjoint method?

- Would you recommend that MSA spend the money required to develop the cost tracking management feature?