**NMIMS**

**Course:** Marketing management

**Internal Assignment for June 2020 Examination**

**Mr. Amish has written a self-help book “Happy Happy” which can be read by people from all walks of life. The book revolves around a core idea of being happy in all stages of life. The publisher doesn’t have any distribution network of its own. Mr. Amish delivers session in many management schools on the topic “Happiness”. He is very popular among students and corporate. He also delivers session as a key note speaker in many management conclaves and seminars. Mr. Amish has no online and social media presence. He doesn’t write blogs or articles. Mr. Amish is a good author but has no idea about marketing and distribution of books. He hires you as a Marketing consultant for overall marketing and distribution of books**.

**1. What are the distribution channels that you will use to distribute the product across Indian market? Explain the same with reason**.

**Answer**: Every marketing activity starts and ends with the customer. The customer is the ultimate target for a marketer. The availability of the product in the market depends on the efficacy of the distribution channel. Therefore, the distribution channel plays a significant role in the marketing activities. The success of a company’s marketing effort depends upon its command on the distribution network. The company can reach customers either directly through its own sales force (called direct marketing) or through a set of intermediaries and channel members (called indirect marketing).

**The channels of distribution perform the following functions:**

1. They facilitate the physical

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**2. Suggest the Geographic, Demographic and behavioural segmentation for the book “Happy Happy”**

**Answer**: A market segment is a portion of a larger market in which the individuals, groups, or organisations share one or more characteristics that cause them to have relatively similar product needs.

**Five conditions must exist for segmentation to be meaningful:**

1. A marketer must determine whether the market is heterogeneous. If the consumers‟ product needs are homogeneous, then it is senseless to segment the market.

2. There must be some logical basis to identify and divide the population in relatively distinct homogeneous groups, having common needs or characteristics and who will respond to a marketing programme.

3. The total market should be divided in such a manner that comparison of estimated sales potential, costs and profits of each segment can be estimated.

4. One or more segments must have enough profit potential that would justify developing and maintaining a marketing programme.

5. It must be possible to reach the target segment effectively. For instance, in some rural areas in India, there are no media that can be used to reach the targeted groups. It is also possible that paucity of funds prohibits the development required for a promotional campaign.

**Various ways to segment**

**3. a. Explain five online social media platform through which you will promote the book.**

**3. b. Explain the buyer decision making process for purchasing a self-help book**.

**Answer**: a) **Amish may promote the book online in following ways:**

**Facebook pages and ads**: Facebook is the most used social media platform in our country. We find almost all the individuals on Facebook and that is why, this is the main advantage to promote your brand on it. Amish may create its page on Facebook and start posting about its book and its features. In the current scenario, Facebook is largely used for creating pages to promote businesses, companies, products, movies, shows and celebrities. It has proved to be the best site for any person who wants to socialize and globalize. Amish may create one FB page and post the literature videos, about his latest or upcoming books, other related things etc.

**Blog**: Blog is also a very famous way to reach out to your potential customers where you can post everything about your business and connect with your customers for their feedback. As Amish has just launched his new book, it should create one blog page, where it can display all the relevant information