**Marketing Strategy**

# December 2021 Examination

**1. Explain four Ps of marketing using example from any of the Parle products. (10 Marks)**

**Answer:**

**Introduction:**

**Marketing:** Promotion plays an important role in promoting a company's product or service. Marketing is defined as the activity that assists a company in marketing its products or services to the public. Marketers engage in a variety of marketing activities in order to promote, advertise, and distribute products to the public. An organization may choose to perform advertising Its Half solved only

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**2. Consumer buying behavior plays an important role in marketing strategy & is affected by various factors such as characteristics/behaviors/preferences. Explain major influences on buying behavior for the following brands: a) Nyka (e-commerce beauty portal) (b) Dell laptops (c) Urban Company (d) Dominos (10 Marks)**

**Answer:**

**Introduction:**

**Buying behavior of consumers:** Before a product or service is purchased, a buyer typically makes several moves online and offline. Those moves taken with the aid of the clients are called consumer shopping for behavior. An organization must understand the customer buying behavior process to appropriately regulate its marketing strategies in accordance with the buyer's needs and demands. This process may include consulting the search engines, friends, and family,

**3.a. Explain the product life cycle with an example. (5 Marks)**

**Answer:**

**Introduction:**

In product development, the product life cycle describes the process a product goes through from its introduction to its removal from the market in some form. As a result of saturation, reduced demand, increased opposition, and income drops, some product segments are no longer in the

**3.b. What are three kinds of marketing channel? Explain with an example each. (5 Marks)**

**Answer:**

**Introduction:**

A marketing channel is simply any one of several channels through which an organization reaches its clients or target market to provide a product or service. As a way to transfer items from an advertiser to a consumer, a channel consists of human beings, technology, and sports, etc. An important objective of the marketing channel to establish a connection between