**Principles of Marketing**

**December 2021 Examination**

**Q1. Shyam Lal and sons has been a small retailer for the last 50 years. Three generations of the family are involved in the family-owned business. The business is located in a densely populated area of Ville Parle, and the shop has been providing for the daily needs of thousands of residents in the area then the Pandemic hit. Sales dwindled the shop is facing an existential crisis. The youngest family member approaches you a marketing consultant for advice on how to revive the business and remain relevant. Create a plan of action for the company. Create a communication plan. Create a consumer outreach plan (10 Marks)**

**Ans 1.**

**Introduction**

In order to be successful in their endeavors, businesses need to formulate a strategy that will help them achieve their goals. However, an employer must be sure that they choose the right strategic plan for their business, and they must ensure not to waste their time and money on a wasteful plan. It is possible to move a strategic plan in the wrong direction for plenty of reasons, but the most usual issue you encounter in making a marketing strategy is that it is poorly designed and implemented. The initial steps lead to unfulfilled desires after the first step. An action plan is the Its Half solved only

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**2. You are the marketing director of the Athletics Federation of India. Athletics as a sport, although very interesting, is not a popular audience sport in India. There is a massive uptick in interest in athletics because of the success of Neeraj Chopra in the Olympics. How would you generate consumer interest in athletics? Create a marketing plan for making athletics a consumer sport using the 4 P model. (10 Marks)**

**Introduction**

In order for an advertising campaign to be successful, it is crucial to follow the four Ps of marketing. In order to summarize, these are defined as the place, the product, the promotion, and the rate of a product or service. There are four p's of the marketing mix. You will find exterior and internal factors in the normal business atmosphere when you use the four p's. Businesses use the four-piece to identify some critical points for their business like what audience want from

**3. You are the marketing director for the Supermax streaming service. Before the commercial launch of the service, what are the key issues that you need to address and understand?**

**a. As the marketing director plan a research program with clearly defined target groups, geographies, demographics, you shall prepare your research project (5 Marks)**

**Introduction**

As one of the most basic and crucial components of developing an advertising strategy or plan, marketing research plays a pretty crucial role. If you are in charge of any marketing method in your company, you will have to do your research in three principal places before planning any particular marketing method. In terms of the target market, market demographics, and market

**b. Create a marketing plan for the service. (5 Marks)**

**Ans 3b.**

**Introduction**

An advertising strategy is the main tool for any company or product to reap the benefits desirable to them. Basically, a marketing plan explains what exactly is going on in the market and provides a summary of the information. A plan of action is put in place to meet a corporation's needs. It is