**International Marketing**

**April 2022 Examination**

# Q1. Netflix adopted an aggressive growth strategy to establish itself as a global force in the video streaming industry Is Netflix a global brand. Discuss its brand strategy to appeal to the Indian audience. (10 Marks)

# Answer 1.

## Introduction

An effective advertising and marketing campaign is red notice, Netflix's highest-grossing movie to date is being propelled to the top of the charts. The photograph has acquired a mixed bag of reviews, but no person can dispute that the performances of Ryan Reynolds, Dwayne Johnson, and Gal Gadot elevate it above the ordinary. Promotions for pink notes are natural for Netflix India's efforts to attract viewers who want exciting crook stories with a few glitz and glamour thrown in. They also accomplished it with sacred video games, money Heist, and Squid video Its Half solved only

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# Q2. Using macroeconomic environment analysis discuss suitable go to market strategies for Aquafresh to deepen its presence in the Indian market. You could suggest 3 key strategies. (10 Marks)

# Answer 2.

## Introduction

A step-through-step method for bringing a product to market is referred to as a "go-to-market method." it's common for a successful GTM approach to incorporate the following components: target audience identification, marketing making plans, and sales approach system. An effective GTM method should pick out a market difficulty and present the solution. Each product and marketplace are specific. To put it another way, a GTM approach is a corporation's approach to

# 3. Tanish a strong Indian jewelry brand founded in 1994. The brand would like to diversify to the Gulf Region and appeal to the millennials. The brand does have presence in Dubai but is not performing as expected. The brand faces tough competition from Damas, Malabar and Kalyan Jewellers.

# a. How can Tanish benefit from market research insights? (5 Marks)

# b. Suggest a suitable communication strategy to build awareness and customer base in the marketplace. (5 Marks)

# Answer 3a.

## Introduction

Conducting marketplace studies will help you higher understand your business and your audience. More excellent knowledge translates into a more significant impact. A company that carries studies into its strategy is higher prepared to conform to continuously changing surroundings. As a result, your business will always be one step ahead of the p.c

**Answer 3b.**

**Introduction**

Making clients interested in your service or product is what subjects most. It is impossible to reach a target marketplace if an organization does now not apprehend its clients and the factors that affect its buy decisions. A company's particular desires might be considered while