**Marketing Management**

**April 2022 Examination**

# Q1. The concept of reserving an Ola Scooter by paying ₹499 means that customer will be first in line to purchase it when the company announces its deliveries. The company also gives an option to cancel and get a refund anytime. Based on the statement, plan an appropriate Segmentation, Targeting for Ola Scooter considering the profile of the Indian consumer. (10 Marks)

# Answer 1.

## Introduction

Marketing strategists are familiar with the STP model. It is one of the maximum widely used marketing models, and lots of marketing executives reward it for its ability to streamline and expedite communications. That specializes in commercial efficacy through segmentation and product positioning; STP marketing builds a company's advertising mix around these most treasured segments. There are increasingly more possibilities for segmenting and focus as Martech advances. They need to take a step return and make sure they are making the most of Its Half solved only

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# Q2. After PUBG Mobile reentered the Indian market in the form of Battlegrounds Mobile India, ByteDance may be attempting something similar with TikTok. ByteDance has applied for a new trademark having ‘TickTock’ as the wordmark with the Ministry of Commerce & Industry. Suggest a suitable promotion mix for ‘TickTock’ (10 Marks)

# Answer 2.

## Introduction

It is called "tick-to-tick marketing" because it involves promoting a company, product, or service through the TickTock app. Influencer marketing, TickTock advertising, and the advent of organically viral content material are just a few examples of the many techniques that can be hired. Positive mega-stars can have a full-size impact on an agency's boom, along with Charli D'Amelio, Addison Rae, and Zach King. To discover rising stars or influencers in a selected

**Q3. Read the case & answer the questions based on the case:**

**Britannia Marie Gold is facing severe competition in the markets where they were leaders. Due to entry of new players, the company has witnessed a decline in sales. The Marketing head has called for meeting along with the Brand Management team to discuss the way out to face the increasing competition.**

**a. What Line extension strategies would you suggest to counter the competition? Justify your answer. (5 Marks)**

**b. Suggest an appropriate promotion mix for Britannia Marie Gold. (5 Marks)**

# Answer 3a.

## Introduction

An approach to developing new gadgets for existing customers or potentialities who do now not buy from them at the moment is called a product line extension method (PLE). Adding new functions to a current product rather than developing a whole new product is what extending a

**Answer 3b.**

**Introduction**

The majority of Britannia's efforts have been dedicated to developing recent products and promoting wholesome eating and lifestyle. Increasingly, Britannia's marketing and social media sports are based on the relationship among taste, meals, and life activities. Celebrities have