**Principles of Marketing**

**April 2022 Examination**

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**Q1. The Pandemic is over super foods is a restaurant based in Vile Parle. It caters to high end find dining experience. In the post pandemic scenario how should super foods attract customers? It has a very low budget. Create a marketing plan. Create a communication plan. Which mediums would you choose? (10 Marks)**

# Answer 1.

## **Introduction**

A virulent disease is also not a novel phenomenon in human civilization because unique pandemics have come about at some point in records. Incidents have one commonplace feature: they have a first-rate poor impact on the financial system. Within the food production chain and among the most significant components of the marketplace, COVID-19 has additionally been proven to steer the entire operation from the fields towards the client. Given cutting-edge troubles in the food enterprise, there's usually growing fear concerning food generation,

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# Q2. You are the marketing director of SAI, the biggest challenge faced by the SAI is the lack of popularity of Olympic Sports in India. How would you generate consumer interest in Non-Cricket sports in India? Create a marketing using the 4 P model. (10 Marks)

# Answer 2

## **Introduction**

The nation is trailing at the back of each person else in non-cricketing activities, leading to a scarcity of finances and infrastructure, inadequate quality health equipment, and a lack of network support among professional national teams. Olympians who've asked the management for help are dissatisfied in maximum cases. Global cricket status as a nationwide preoccupation is damaging to different sporting events. Numerous wearing activities in this country are being overshadowed by it. Notable high times are figure skating and soccer. Volleyball, basketball,

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**Q3. You are the marketing director for magic electric auto. Your company is launching a range of electric scooters. Before the commercial launch of the product you want to embark on a research project.**

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

**b. Create a Hypothesis for your research. List out all the steps you shall take to undertake the research. (5 Marks)**

# Ans 3A.

## **Introduction**

The eventual customer to whom the employer wishes to increase income is the targeted audience. Advertising communication involves segmenting the entire market and implementing advertising with every subgroup to enhance marketplace role. Positioned, not everyone's objects

**Ans 3B.**

**Introduction**

Speculation seems to be an interpretation of something like a phenomenon that has been provided. The present-day medical needs that even a principle be testable to consider a studies proposition. Researchers often expand theoretical constructs on advanced statistics that may be described sufficiently via the hooked-up scientific explanations. A hypothesis for this experiment