**Marketing Management**

**June 2022 Examination**

**Q1. Italiano is a popular restaurant in the Vile Parle area of Mumbai. The lockdown and subsequent Covid restrictions force the restaurant to shut shop. The owner Mr. Ranjeet Sharma is also the main chef of the restaurant decided to start operations from home and use the apps of Zomato and Swiggy to run the place as a cloud kitchen. The business not only survived but became a profitable venture. The recent lifting of restrictions has put Mr. Sharma in a quandary, should he now re-rent restaurant space at a very expensive rental value or should he continue to run it as a cloud kitchen. He has approached you, a marketing consultant for advice on devising a plan of action. What would you advise? Create a plan of action for the business. Create a communication plan. Create a consumer outreach plan.(10 Marks)**

**ANS:**

**Introduction**

In the small enterprise world, advisors are frequently regarded as very good to have nevertheless or a pricey outsider’s perspective. On the other hand, specialists can deliver expertise and capabilities that a company or organization may additionally want. They might also unencumbered a business's untapped development and help it enhance its contemporary version of business. Marketing experts are being employed with the aid of an increasing number of businesses to build their brand's physical and virtual visibility. Seeing that they're so curious Its Half solved only

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**Q2. You are the marketing director of the Football Federation of India. Soccer as a sport although very interesting is not a popular audience sport in India. How would you generate consumer interest in Football? Create a marketing plan for making Football a consumer sport using the marketing mix principles. (10 Marks**

**Ans 2.**

**Introduction**

The first level is to create a strategic advertising plan. As part of a complete digital marketing approach, I'll begin by laying out football advertising targets, major participants who would be implicated, noted statements, and viewing public in India, in addition to maximizing the impact of football material. Before executing promotional strategies geared to fulfill football targets in India using drawing more followers and supporters, I will positive sports activities control, which is an approach for sports activities management, and collaborate with different agencies in

**Q3. You are the marketing director for the supermax theatre chain. You want to build a footprintfor the chain across India. Before the commercial launch of the service, you want a betterorientation of consumer expectations.**

**a. Plan a research program with clearly defined target groups, geographies, demographics you shall plan your research project. (5 Marks)**

**Ans 3a.**

**Introduction**

The study's application includes the methods through which the studies go to be held, and it consists of the questions, the observations, and the strategies of engaging in the studies. The studies plan is the report which affords the facts concisely. It includes the reviews of the authors as correctly, and additionally, it describes the ranges of doing the studies. It consists of planning

**b. Create a 10-question survey questionnaire. (5 Marks)**

**Ans 3b.**

**Introduction**

Survey questionnaire includes all of the questions which the research content and it would be collected through the source of statistics and also it carries different components and the components, or the parts of the survey questionnaire are that there are well-known questions approach the common