**Merchandising Management**

**June 2022 Examination**

**Q1. How will you use promotions in the best possible way to improve the sales in your mobile store? (10 Marks)**

**Introduction**

The mobile demand for software devices is increasing because the developing business and consumers demand to assist in communicating and enjoying the worldwide offerings that help manage the unique path of the industry. Moreover, from the social examination, it is introduced that billions of individuals and humans are related to the uses of cell services that assist in controlling the demand. Furthermore, the lively cell and notable adjustments assist upload the social order with enjoying the 9massive enterprise changes and entertainer for dealing with the

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**Q2. What sort of merchandise should a stationary shop stock, and how should they go about differentiating themselves from the competitors? (10 Marks)**

**Introduction**

The business competitions and stationery products help examine the business market stage by adding the business positions. Similarly, the retailers and business competitions help add the business branding values and evaluate the changes with enterprise standout and branding changes. Furthermore, the marginal business income help examines the call for and upload the vendors that help repetitive business modifications that assist in uploading profitable changes.

**Q3. Case Study**

**Hero Electric, M&amp;M team up to manufacture EVs Electric two-wheeler maker will use latters production facility to raise capacity Hero Electric, India& largest electric two-wheeler maker, has struck up a five-year strategic partnership with the Mahindra Group, marking the first such deal between an electric vehicle (EV) maker and a traditional internal combustion engine company. The move comes at a time when EV sales in India have touched a record high. The partnership will help Hero Electric, which has a close to 36 per cent share in the EV two-wheeler market, to more than double capacity to 1 million units by 2022 and will result in extra revenue for M&M at a time when auto sales have slowed. According to an exchange filing, the company estimates the value of the transaction to be in the range of Rs140- 150 crore over the contract period.**

**The joint efforts will also help in developing a platform approach to enable electrification of Mahindras Peugeot Motorcycles portfolio. It is expected to bring value through optimization of costs, timelines, and shared knowledge, the company said. Naveen Munjal of Hero Electric said Mahindra, a pioneer in the EV space, was a natural fit as a partner as it plans to increase production capacity to 5 million units in the next five years to meet growing demand for EVs in the country.**

**“The purpose of this arrangement is to use each other’s synergies and strength to electrify mobility in India. So, they have a large capacity which we will use and jointly we have a strong research and development team, which can be used to develop new products. This will give Here Electric a strong foothold in Central India,” Munjal said in an interview with Business Standard, adding that the company has already started testing products at Mahindras Pitampura plant. Munjal said the partnership may expand by collaborating in other areas. &quot;If there is synergy in other places, we will be open to looking at different areas,” he said when asked if the company will look to tap Mahindras extensive dealership network to sell its vehicles.**

**However, unlike M&amp;Ms previous partnerships, this will not be a joint venture and will not involve equity partnerships or producing co-branded products. &quot;This is not a JV. This is a strategic partnership for manufacturing and will progressively involve platform-based product development and creating synergy for the businesses and there is no equity involvement.&quot; said Rajesh Jejurikar, executive director, auto and farm equipment at M&amp;M. Munjal said he expects a quantum jump in the demand for electric two-wheelers, which will also be driven by business-to-business segments like e-commerce delivery and aggregators. &quot;We are firm believers that the EV market in India is going to explode.**

**The growth in coming years is going to be faster than what we have ever seen in the automotive sector.&quot; he said. He said the initial purchase price and service for electric two-wheelers have become cheaper than IC engine vehicles, while in terms of running cost, it has a higher advantage due to steep fuel prices. &quot;The running cost is many times lower than an IC engine vehicle. So, I don&#39;t see any reason for the market to not grow. I am absolutely**

**bullish about it,&quot; he added. Besides the contract manufacturing partnership with M&amp;M, Hero Electric with also increase the production capacity of its existing plant in Ludhiana and the look to set up new factories. &quot;Those expansion plans are still track. We are going to increase production at the Ludhiana plant and build facilities too,” Munjal said.**

**Questions**

**a. How is this strategic partnership going to help Hero and M&M in the long run? (5 Marks)**

**Introduction**

Moreover, employees face misunderstandings after they no longer recognize the language. The business and strategic partnership assists in controlling and increasing the adjustments via describing the relations among the corporation and consumers that help build the required term

**b. How do they plan to use each other's synergies and how will it help them? How do they plan to market the two wheelers? (5 Marks)**

**Introduction**

Further, the synergy concept's business performances and values assist manage the employer's demand by separating the character business sections and their works. Moreover, the greater enormous business and work efficiency assist force the business referral with synergy