**Principles of Marketing**

**June 2022 Examination**

**Q1. The Pandemic is over and movie theatres are opening again. You are the manager of Alfa theatre in your city Create a marketing plan. Create a communication plan. Which methods would you adopt to reach out to your target audience. (10 Marks)**

**Ans 1.**

**Introduction:**

A marketing plan is a detailed record that includes our marketing techniques for the upcoming year. Specifically, an advertising plan includes:

1. An overview of our business’s advertising and marketing desires.

2. A description of our enterprise’s latest marketing function.

3. A time duration wherein our obligations will be finished.

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**Q2. You are the marketing director of a new IPL team. How would you generate consumer interest for your franchise? Create a marketing using the 4 P model. (10 Marks)**

**Ans 2.**

**Introduction:**

A brand continually matters. However, for a new company, it's far vital to draw customers to attain a height. As an advertising director of a new IPL crew, I'd generate consumer interest for our franchise using the above-given techniques. First, I can research our target audience through diverse marketing mediums. Then I will prepare a visible representation to tell them about us and

**Q3. You are the marketing director for magic automobiles, your company makes petrol and diesel passenger cars. Your company is launching a new EV car. 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. Give reasons for your selections. (5 Marks) –**

**Ans 3a.**

**Introduction:**

Market research is vital before launching a new product because without knowing the marketplace, a new product may also fail. Market research enables to make sure the fulfillment of the newly launched

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

**Ans 3b.**

**Introduction:**

Companies use advertising studies to collect statistics to recognize the goal market in a higher manner. Corporations use this information to make better products. we will say that advertising and marketing studies identify the patron’s necessities and how they will react to a product or its