**Cultivate: Revisiting Marketing concepts & Introduction to Online Media**

**Q1. A company sells potato chips named as “Kurram Kurram”. It is selling chips at various price points i.e. 10, 20, 30 & 50 Rupees. The brand is highly competitive in the market and uses traditional marketing to promote the brand. Explain Marketing orientation with examples. Also, select and elaborate the one that you will use for “Kurram Kurram” Chips.**

**Ans 1.**

**Introduction:**

That is a culture instead of a process that is individual. It’s the norms, mindsets, principles and behaviours of employers; alongside the structure, programs and power over the organization. Marketing oriented companies establish their unique strategies as service tasks carried out towards the satisfaction of their customers. Its Half solved only

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**Q2. You are a modern-day digital marketer and you have decided to increase the online visibility of the brand Kurram Kurram. What are the various ways through which you will promote your brand online? Explain minimum five platforms with explanation to increase online awareness.**

**Ans 2.**

**Introduction:**

Digital marketing is more than placing something on the web and wanting it reaches the correct visitors. Digital marketing is a way that is strategic concurrently create brand awareness and offer wonderful value to online viewers. The greater specific and intentional you might be with your digital marketing effort, the more visibility you’ll have actually online.

**Concept and**

**Q3.a. Explain various types of customer relationship groups with examples. According to you, which relationship group is more important? Elaborate on the same.**

**Ans 3a.**

**Introduction:**

Only a few customers are made equal. Not really the quintessential loyal ones. Ultimately businesses should focus much more about their customers that are profitable. Therefore companies categorize their own customers based on her profitability that is potential and loyalty. This category is named customer partnership organizations.

**Concept and application**