**Marketing Management**

**September 2022 Examination**

**Q1. Car zero is a car rental service it wants to target consumers who wish to buy a vehicle and suggest renting as an alternative. The company sees an opportunity in this consumer segment. The company has approached you, a marketing consultant for advice on devising a marketing plan. What would you advise? Create a marketing plan using the 4P’s model. (10 Marks)**

**Ans 1.**

**Introduction:**

This part of the marketing mix is involved with the employer's outputs. A product line is a set of outputs or objects. The product mix is the collection of all product traces. In the example of available cars, the product mix demonstrates a lack of company diversification. Regardless, the corporation offers a diverse variety of items, together with automobiles of various brands, sorts, and fashions. The car quarter offers a selection of growth prospects, including objects that use present-day computing technology. But, the company's business environment poses a venture.

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**Q2. You are the marketing director of Hockey India Hockey has been a national sport but despite being a reasonably popular sport fan engagement in the sport is much less. How would you generate consumer interest in Hockey and the Hockey India league? Create a marketing plan for using the marketing mix principles. (10 Marks)**

**Ans 2.**

**Introduction:**

The marketing approach refers to the various components of your company's market offering. It is a diverse "recipe" of factors used by your organization to attain its desires via efficiently marketing its product or service to a specific consumer segment. The marketing mix, called the four Ps, comprises four major components: products, price, promotion, and region. The 4Ps define what marketers may manage, which can be the most important thing to don't forget while

**Q3. You are the marketing director for AMZ movies. Your company owns two theatres in your city. In a post pandemic scenario how do you attract viewers back to the theater?.**

**a. Plan a communication plan using the communication mix (5 Marks)**

**Ans 3a.**

**Introduction:**

Creating a communication plan may assist you in focusing your message and reaching your target market. A method can also affect the effectiveness and accessibility of your effective communication. This section discusses what a communication strategy is, how and when to develop

**b. Which tool do you think would be more appropriate for retail audience? (5 Marks)**

**Ans 3b.**

**Introduction:**

For this weblog article, a communications plan is a comprehensive method for communicating critical messages to your target market for you to achieve beneficial enterprise results. Before you begin developing your communications approach, conduct an assessment of your present