**Principles of Marketing**

# September 2022 Examination

**Q1. You are the marketing director of super food industries your company is planning to launch a new soap clever clean. Create distribution plan for the product. Create a communication plan. Create a consumer outreach plan** **(10 Marks)**

**Introduction**

The marketing director is reviewed as a service expert that generally handled the fee values and established organization facets through added company implementation and managed business campaigns. The business analysis and strategy are examined the runs and smoothing the services demand with taken care of supervisory and director abilities in competitive time. The business's marketing director is likewise enthusiastic and envisions product and service patterns associated with handling good communicators and thinkers to examine the possession's values and manage the commercial understanding. The reliable differences

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**Q2. You are the marketing director of Khelo India. Khelo India is the flagship event of the Ministry of Sports government of India. You have been tasked to build national awareness of the brand. Create a marketing plan using the 4 P model.** **(10 Marks)**

**Introduction**

The marketing director is connected to managing the events and business programs through operating the tasks of the Indian government to manage sporting activities events and developing national understanding at present. It is true that India obtained vast numbers of gold rewards in sporting activities and swimming gold medals in the current digital pattern to take care of the national visibility of the firm at the current time. A marketing director must establish market growth and communication abilities and develop excellent adjustments to

**Q3. You are the marketing director for Super max streaming service. During the pandemic, your business was booming as consumers without any other entertainment option were forced to subscribe to your service. Post pandemic subscriptions are falling quickly. What are the key issues that you need to address and understand?**

**a. As the marketing director, plan a research program with clearly defined target groups, geographies, demographics you shall plan your research project to identify the reasons for the dropping subscribers.** **(5 Marks)**

**Introduction**

The research values and company program is to offer business research and develop a competitive evaluation. The specific target and target organization audiences checked out the company optimistic and established customer analysis through competitive adjustments. The demographic changes and advertising evaluation of organizations will be explained with a

**b. Create a marketing plan for the service based on your research conclusions** **(5 Marks)**

**Introduction**

The marketplace evaluation and selection of new markets used affordable changes and advertised the marketing campaign in the company. Marketing service plans will develop service opportunities, check out the services plan, and establish effective services to