**Market Strategy**

**December 2022 Examination**

#

## 1. An organic cosmetic e-tailer writes an interesting blog about its products & shows reviews from its buyers & influencers which lead to more sales.

## Which marketing strategy would you classify this into - Push or pull? (10 Marks)

## Ans 1.

## Introduction

Blogging is just one of the essential market strategies to drive website traffic and efficiently advertise services and products to attain and attract customer performance. Organic cosmetic e-tailer writes an exciting advertising and marketing strategy to increase online exposure via social media sites and increase business development. The author has located that the business has used the pull market strategy with blogging to keep an eye on the online search engine website, drive traffic, and attract new target markets. The pull market strategy can assist organic cosmetic stores in driving the most effective outcomes for business growth and market the item online to attract

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**2. An entrepreneur wants to expand her eco-friendly home decor items business PAN India.**

**What stage of Product life cycle should she consider for expansion & what would be your suggestion to her? (10 Marks)**

## Ans 2.

## Introduction

Pan India produces eco-friendly house decoration items. It intends to expand business in the worldwide market by following the market method and making the most of the resources to make it effective and attract prospective customers. In the existing market scenario, customers look for sustainable, eco-friendly home decor items to embellish their residences and lower plastic production. Overpopulation, the environment, and environmental damage are among the most significant factors for worldwide warming. That's why to make this planet a lovely area for

**3. Case Study:**

**Kingfisher Airlines (KFA) launched its domestic air service operations in May 2005. KFA was promoted by the UB Group and was positioned as a budget carrier that offered a single class- "Kingfisher Class'. KFA was one among the very few airlines which offered discounted ticket prices with its aggressive pricing strategy.**

**KFA successfully leveraged the youthful and vibrant image of its Kingfisher Beer brand and called its airlines as 'Funliners' to emphasize the fun-filled experience. It had targeted most of the customers in the age group of 25-40 years. Within the first six months of its launch, KFA managed to corner a 6% market share in the domestic air travel market.**

**KFA also had plans to operate on international routes. However, the increasing popularity of low-cost airlines like Air Deccan, launch of new low-cost carriers like SpiceJet and GoAir, and Jet Airways' acquisition of Air Sahara, further intensified the competition in the Indian aviation sector. In an effort to make KFA profitable at the earliest, KFA modified its 'single class' approach and began to offer an upgraded business class service- 'Kingfisher First'.**

**a. Discuss the marketing techniques adopted by Kingfisher Airlines. (5 Marks)**

**Ans 3a.**

## Introduction

Kingfisher Airline (KFA) launched its domestic air service functions in May 2005. In the initial six months of its launch, KFA made up to corner a 6% market share in the domestic air travel market. KFA was amongst the unusual airlines that suggested discounted ticket prices, with its aggressive market strategy sustaining

**b. Understand the opportunities and challenges for a newly established airline in the Indian aviation industry. (5 Marks)**

## Ans 3b.

## Introduction

The Indian aviation industry is experiencing tremendous growth and growth. Recently, the aviation industry has been expanding and playing an essential role in the Indian economic situation. However, the field is reducing due to high fuel prices. In addition, the private sector potentially takes good plans and uses the sources to generate earnings and significantly grow the