**Principles of Marketing**

**December 2022 Examination**

##

## 1. You are the marketing director of superfood industries and your company is planning to launch a new soap clever clean. Create a distribution plan for the product. Create a communication and advertising plan. (10 Marks)

## Ans 1.

## Introduction

Marketing is where most of the brand's energy is required for an organization to build a substantial customer base. Larger companies are totally mindful of the worth of marketing given that they recognize that it is the primary technique that promptly links them with new clients. Smaller companies might additionally watch it as a considerable monetary and personnel problem for the brand. Well! A business's difficulties vary from product to product and market to industry. It is a fact. Your brand's age could not be required to be similar to the competitors'. Completion of purchaser acquisitions of a product or solution with a distribution network, a

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## 2. 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. (10 Marks)

## Ans 2.

## Introduction

It is strongly advised to introduce awareness-raising efforts to educate young athletes and youngsters about human rights, the prevalence and intricacies of violence and harassment in sporting activity, the essentials of facts and data, and danger elements and effects. Initiatives to increase awareness are critical for eliminating stigmas, trading information, resolving problems, promoting understanding, modifying attitudes, promoting coverage, and spurring activity on child abuse and physical violence in sports. The Council of Europe released the "Begin to speak"

# 3. You are the marketing director for the Super max streaming service. During the pandemic, your business was booming as the pandemic waned your subscriptions have gone down.

# a. Analyze the reasons for the drop in subscribers and suggest solutions for increasing subscribers. (5 Marks)

# Ans 3a.

## Introduction

Going outside has become harmful and challenging because of the Covid-19 episode; millions of individuals have been forced to locate recreation within. Uncertainty and ennui ruled the globe during this duration. When they cannot go to motion picture theatres, these streaming platforms have seen a rise in users due to consumers using them to satisfy their enjoyment demands. Cable

# b. Create a marketing plan for the service Suggest any alternative revenue source that can be tapped. (5 Marks)

# Ans 3b.

## Introduction

A company should decide on a variety of marketing options. These selections arise from the elaborate communications of many people working in the marketing company's numerous divisions. The marketing method describes marketing specialists' tasks to help the organization