**Marketing Management**

**December 2022 Examination**

**Q1. A company provides consultancy to all its clients on the Pricing of their products. M/s Herbal Life sells various types of FMCG products in the urban market. They sell toothpaste, multi-vitamin ayurvedic tablets, chia seeds, tulsi tea, herbal soap, shampoo, etc. The company has asked you to present various types of Product Mix pricing and price adjustment strategies so that it can help them in taking pricing decisions for their range of products. (10 Marks)**

**Ans 1.**

**Introduction:**

The full range of goods and/or services that a company provides is referred to as its product mix, often known as its product assortment or product portfolio. Product lines, which are connected goods that customers frequently use together or perceive as related goods or services, make up a product mix. Understanding a company's product mix is essential since it has a significant influence on the It is only half solved

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**Q2. Elaborate on various types of promotion mix that you will use for the Herbal Life products (as explained in the first question). The main idea behind the promotion is that it should become a household product like Patanjali or Dabur. (10 Marks)**

**Ans 2.**

**Introduction:**

Promotion is a marketing approach used to interact amongst vendors and purchasers. The merchant uses this to attempt to influence and persuade customers to purchase their items or services. It aids in getting information out regarding the commodity, services, or organization. Promotional activities assist a company in communicating the offering and its characteristics to customers and generating their enthusiasm for the intended behavior. A variety of actions can be deemed promotional. While some companies sell their products to customers naturally

**Q3a. Mr. Raj is planning to purchase a new phone with the latest features. Explain various steps involved for Raj in the decision process. (5 Marks)**

**Ans 3 A.**

**Introduction:**

The consumer choice process, also known as the buyer decision process, assists markets in determining how customers progress from learning about a product to making a purchasing decision. Recognising the buyer's purchasing process is critical in marketing and sales. The customer or buyer choice process will allow them to create a marketing plan that will persuade them to acquire

**Q3b. Global Stock is an online app for the purchase of international stocks from the international market. Explain and elaborate any five ways through which you will promote the app online. (5 Marks)**

**Ans 3 B.**

**Introduction:**

Online marketing is sometimes referred to as digital marketing or Internet marketing. Online advertising refers to any marketing message that appears on the Internet. Accordingly, it may show up in an internet browser, a search engine, social networking sites, a smart phone, and even an email. For a variety of reasons, including the fact that it's very affordable, attracts a large audience,