**Marketing Management**

**April 2023 Examination**

**Q1. Mr. James is planning to buy a new house in a good locality. He has lived all his life on rent and this is the first time he will be buying a house. He has two kids Alan and Sia, his wife is a homemaker. Mr. James has a lot of friends in the current society but it doesn’t have a garden, safety devices, or security. James has made professional progress so the budget is not a constraint. According to you, what are the various factors that will influence James in buying a house? (You can make certain assumptions) (10 Marks)**

**Ans 1.**

**Introduction**

Living on rent all your life and having gained all the resources that can purchase us our home is a true blessing. Everyone intends to have their land and build the house of their dreams, which they can call their own. As stated in the inquiry, Mr. James is a married man who has lived his entire life on rent. Currently, he has made professional advancement and can purchase his building. It is also pointed out in the inquiry that his existing society, where he is surviving on rent, does not have a yard, safety, and security tools or safety and security, so he

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**Q2. Explain the buyer decision process that you think James will have to follow to purchase his dream house. (10 Marks)**

**Ans 2.**

**Introduction**

The customer decision journey or a buying decision process is the step that will lead Mr. James to acquire the best home for himself. The buying decision procedure exists in nearly all sectors, from e-Commerce to retail. This journey adheres to 3 stages: previous, during, and post-purchase. Since the question is about the acquiring procedure before purchasing a home, we will review just that component.

* Many aspects can influence the buying decision process of Mr. James. Several of

**Q3a. Mr. James’s daughter Sia has been pressurizing his father to buy Alexa from Amazon. Alexa is capable of voice interaction, music playback, making to-do lists, setting alarms, streaming podcasts, playing audiobooks, and providing weather, traffic, sports, and other real-time information, such as news. Alexa can also control several smart devices using itself as a home automation system. Explain the adoption process that Mr. James will go through who has no idea about Alexa. (5 Marks)**

**Ans 3a.**

**Introduction**

Alexa is a voice assistant developed by Amazon.com that can do anything. It can help us check our schedule and the weather condition, launch our preferred playlists and get the most up-to-date information on our regional sporting activities group. Alexa can do anything. It is readily available on smart thermostats, Echo audio speakers, lights, sound bars, and lights and

**Q3b. Take any product category of your choice and explain various product positioning strategies used by all the competitors in the selected category. (5 Marks)**

**Ans 3b.**

**Introduction**

Product positioning can be specified as identifying new products psychologically positioned by consumers. It entails the competitor and market placements, defining the position of a new great amongst the existing ones, and constructing a communication bridge between the