**Marketing strategy**

**April 2023 Examination**

**Q1. An international nutrition brand wants to enter into Indian market after mapping their target audience. What kind of market segmentation should they consider while entering into the market?**

**Ans 1.**

**Introduction**

It is expected that the global market for dietary supplements will be valued at 358.8 billion United States dollars in 2021, with a compound yearly growth price (CAGR) (compound yearly development price) (CAGR) of 4.9%. The increase in the number of people worldwide that are coming to be conscious of exactly how vital it is to take treatment of one's wellness has been a significant contributor to the development of the business. The increase in the prevalence of noncommunicable ailments has triggered a renewed interest in supplementing one's diet with additional nutrients

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**Q2. Corporate strategy aims at increasing business by focusing on its resources & organization structure. Explain this statement with your views.**

**Ans 2.**

**Introduction**

Incorporating style principles into firm strategy ensures that operations are set up to execute effectively. Developing official lines of authority or a technique for getting to a contract are two examples that enter your mind when considering this concept in a business context. One such instance would be deciding how much flexibility a particular division has. Individuals, materials, and funding that sustain an organization are jointly called "sources." Assigning sources is an essential aspect of any successful business strategy. Supervisors frequently accomplish this by

**Q3a. Should she have been demoted back to her old position? Why? Why not?**

**Ans 3a.**

**Introduction**

Mrs. Varma tried to speak to her concerning the problems, but she could not see why she needed to customize precisely how she did her job. Mrs. Varma attempted to speak to her regarding the problems. Mrs. Varma tried to speak with her concerning the troubles, but she could not understand

**Q3b. If Mrs Varma had been in her new role, what strategy could she adopt to increase? Performance of her subordinates?**

**Ans 3b.**

**Introduction**

If you give your workers extensive sales training from the very beginning of their employment, Mrs. Varma may steer clear of numerous problems affecting the sales industry. Mrs. Varma can aid in guaranteeing your company's success by doing this, which is among the means you can assist in ensuring