**Principles of Marketing**

**April 2023 Examination**

**1. The Pandemic is over and movie theatres are opening again. You are the manager of Alfa theatre in your city. Create a marketing plan to rebuild the business. Mention the markets and audiences your theatre shall focus on. (10 Marks)**

**Ans 1.**

**Introduction**

After a long time has elapsed, the circumstance we find ourselves in these days will not be present anywhere on the globe. Seeing a movie in front of a vast crowd may not be a similar experience as looking at it domestically, just because the event can be different in any other factor. Due to recent movie premieres which have taken place on Amazon high within the state, many working in the movie business in India are involved approximately the sector's prospects in the years to come. That is because the lockdown, which was caused by the epidemic, has caused people to subscribe to new streaming services. On the other hand, the

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**2. You are the marketing director of a new IPL team. How would you generate consumer interest for your franchise? Create a marketing using the 4 P model (10 Marks)**

**Ans 2.**

**Introduction**

The Case's events, which took place in 2018, follow the records of the Indian ultimate League (IPL). The Indian ultimate League, often called the IPL, is an expert cricket league played in India and runs its operations based on a franchise concept. Even though it has been mired in controversy ever since it was first performed in 2008, the Indian Premier League has garnered an incredible level of popularity among each of the players and the fans.

To prepare their teams, the students will check out the techniques employed by the franchises

**3a. As the marketing director plan a research program with clearly defined target groups, geographies, demographics. Give reasons for your selections.**

**Ans 3a.**

**Introduction**

This commitment arrived at a crossroads in 2016, when original equipment producers (OEMs) made a definitive commitment to electric vehicles, marking a turning point in this commitment. Because customers inside the middle elegance put a high cost on discounts and other forms of financial help, it's essential to have

**3b. List out all the steps you shall take to undertake launch the product**

**Ans 3b.**

**Introduction**

The quantity of input power necessary for charging infrastructure can be determined by using the power rankings or degrees of EVSEs, which can alter depending on the charging needs. Charging an electric vehicle may be carried out at one among many one-of-a-kind energy ranges, with "regular" capturing supported as much as 22 kW and "high" charging supported