**Marketing strategy**

**June 2023 Examination**

**Question 1: An IT firm is facing fierce competition from its competitors in the market. Which defends market strategy should it adopt to retain its global position? Suggest what actions can be adopted by the firm to increase its internal resource effectiveness.  (10 Marks)**

**Ans:**

**Introduction**

A solid defensive marketing approach is an absolute should for any company dealing with strenuous opposition from its contemporaries. This is because it is so essential to stay ahead of the sport. The following are a number of the maximum critical factors that need to be included in an efficient defensive marketing approach:

Focus on retaining your modern-day customers as clients: In a market in which competition is high, it is crucial to ensure that each of your current clients is thrilled and content material to save them from defecting to one of your competitors. To try this, you must ensure that all

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**Question 2: HUL as an organization wants to analyze the market growth versus market share of its product portfolio. Consider any top four performing product categories. Which matrix can be utilized for the same? Define which strategy can be used by each quadrant.**

**Ans:**

**Introduction**

HUL (Hindustan Unilever Limited) can utilize the BCG matrix to analyze its product portfolio's marketplace growth versus market share. The BCG matrix is a strategic planning device that allows corporations to explore their product portfolio and allocate resources accordingly. It includes four quadrants based on the products' relative market boom rate and market share.HUL can utilize the matrix set up by the Boston Consulting institution (BCG) to examine the marketplace growth and marketplace proportion of its product variety. The BCG

**Question 3. a :Why do we call that rural retail has abundance potential in India. Justify it.**

**Ans:**

**Introduction**

Rural retail in India has a great deal of capacity that has yet to be entirely discovered for various motives. First, more than 70, according to cent of India's population, live in rural regions. Due to this, business proprietors inside the retail industry have a significant opportunity to capitalize on the kingdom's increasing

**Question 3. b**

**Ans:**

**Introduction**

The rural retail industry in India has a speedy growing enterprise because of the considerable untapped ability inside the market. It allows enterprises to attain an extensive client base that has yet to be entirely tapped, and traditional merchants need to pay attention