**Principles of Marketing**

**June 2023 Examination**

**Q1. You are the marketing director of Delta enterprises. Your company is launching a new range of color televisions for the Indian market. Create a distribution plan for the product. Create a communication and advertising plan. (10 Marks)**

**Ans:**

**Introduction:**

The most successful organizations realize that final offers require regular interest at every step in their sales method when entering new marketplaces. However, how can you manage your sales system if you aren't actively involved in it to every degree? Distribution of products is a crucial stage frequently skipped using companies in favor of the fastest or lowest solution instead of creating a solid distribution strategy. Making a product accessible for purchase involves disseminating it in the market. Transport, packing, and shipping are all worried. A company's revenues depend heavily on distribution. A distributor buys, keeps, and distributes goods to

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**Q2. You are the marketing director of Sports Authority of India. India does not have a sporting culture. You have been tasked to build national awareness so that young and old alike indulge in physical activity or sports. Create a marketing plan. (10 Marks)**

**Ans:**

**Introduction:**

The entertainment market is cutthroat and unstable, with excessive opposition to customers' discretionary prices. This means sports groups must recognize their marketing desires and presume their loyal audience will always assist them. Strategic measures must be taken to guarantee long-term financial viability and ensure that the product, price, distribution methods, and advertising deliver the most significant hazard of success. The usage of sporting and sports-related activities to put it on the market a company, business, or product on is known as sports

**Q3. You are the marketing director for meta flix streaming service. You are launching a new entertainment video streaming service which will compete with SonyLiv, Disney plus, Netflix, amongst others.**

**a. Analyze the market situation and suggest solutions for acquiring and retaining subscribers. (5 Marks)**

**Ans:**

**Introduction:**

The increasing use of smartphones and easy access to the net is notably fueling the market development for online streaming services. Customers are deciding on online video services due to the creation of high-end gadgets and the accessibility of the net. The rise in smartphone adoption also fuels the improvement of the video and audio streaming industries. Similarly,

**b. Create a marketing plan for the service. Suggest any alternative revenue source that can be tapped. (5 Marks)**

**Ans:**

**Introduction:**

Our world is exceedingly related and often mobile. An international in which watching movies on tv has replaced going to the cinema. Packages and films are streamed on services like Netflix, Disney+, HULU, high Video, Hotstar, and HBO+. Today's consumers since accustomed to and