**Marketing management**

**June 2023**

**Q.1 Tata Motors is all set to launch its electric car Tata CURVV. It has decided a price range of approx. 15.00 –20.00 Lakh with an automatic transmission. Based on the above information, as a marketing consultant, suggest a suitable segmentation plan for the newly launched brand (suggest a suitable type of segmentation with appropriate justification). Based on the type of segmentation, suggest an appropriate Positioning strategy with justification.**

**Answer 1**

**Introduction**

In today's rapidly changing world, communication and knowledge are the keys to success. Whether it's in the workplace or personal life, the ability to communicate effectively and acquire knowledge is critical for growth and development. With the advent of technology and the internet, the way we communicate and access information has evolved tremendously. As a result, the importance of effective communication and learning has become even more paramount.

Communication is not just about talking and listening; it's about exchanging ideas, building relationships, and conveying emotions. The ability to communicate effectively is a vital skill that

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**Q.2 Your friend is planning to purchase a laptop for routine usage & is seeking your guidance for the same. Practically guide him through the steps of consumer buyer decision making process.**

**Answer 2**

**Introduction**

In today's world, laptops have become a necessity for most people, whether it is for work, education or personal use. With so many brands and models available in the market, choosing the right laptop can be a daunting task. Therefore, it is essential to follow a consumer buying decision-making process to ensure that the purchase meets the individual's needs and preferences. The process involves several stages, including problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. In this article,

**Q.3 Read the case & answers the questions based on the case: Aahar fast food is a very popular evening/late night joint targeting young students, young couple, and even family. It serves delicious food & customers have always appreciated their service too. It has its presence in the market since last 10 years in Mumbai & is planning a Pan-India launch. As a consultant help them with the following:**

**a) Recommend an advertising strategy for the launch focusing on appropriate message decisions & specific media vehicles (combination of media vehicles is expected including social media).**

**Answer 3a**

**Introduction**

Aahar fast food has been a successful brand in Mumbai for the past decade, and is now planning to expand its presence with a Pan-India launch. As a consultant, it is important to recommend an advertising strategy that will help the brand to effectively communicate its message and attract new customers. In this report, we will analyze the target audience, message decisions, and media

**b) Suggest at least two sales promotional tools at consumer-level for the new launch with appropriate justification.**

**Answer 3b**

**Introduction**

Promotional tools refer to a set of marketing tactics used by businesses to promote their products or services and create awareness among their target audience. These tools are used to generate interest, create demand, and encourage customers to make a purchase or take a specific action. Some common promotional tools include