**Marketing Management**

**September 2023 Examination**

**Q.1 Prepare an appropriate Segmentation & Targeting strategies related to the product of High-End Gaming Laptop. Justify your answer with appropriate justifications. (10 marks)**

**Ans:**

**Introduction:**

The gaming industry has experienced significant growth in recent years, and the demand for high-performance gaming laptops has surged. High-end gaming laptops offer potent processors, high-resolution displays, dedicated graphics cards, and superior cooling systems, making them ideal for gamers who prioritize performance and immersive game play. In this segment, we will discuss appropriate segmentation, targeting strategies for high-end gaming laptops, and justifications for each design.

**Concept & application:**

**Segmentation Strategy:**

Segmentation divides a market into distinct groups of consumers with similar characteristics and needs. By understanding potential customers' diverse needs and preferences, companies can

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**Q.2 One Plus after being successful in the mobile market is now planning to sell refrigerators in the market and is ready to make a sizeable investment to compete with the market leaders. The company has planned to name it as Cool Plus. It has limited idea around the product and wants to understand the same through levels of product. As a product in charge, explain all the levels of product for the product refrigerator Cool Plus. (10 marks)**

**Ans:**

**Introduction:**

The expansion of One Plus, a renowned player in the mobile market, into the refrigerator market marks a significant pass for the company. With its proven success in the mobile industry, One Plus aims to leverage its brand reputation and customer loyalty to compete with the established leaders in the refrigerator market. To ensure a comprehensive understanding of the product, let us discover the levels of the product for the One Plus refrigerator, known as Cool Plus.

**1. Core Product Level:**

The OnePlus Cool Plus refrigerator addresses fundamental food preservation and storage needs at the center product level. It provides an essential function of keeping perishable items fresh and

**Q.3 Read the case & answers the questions based on the case:**

**The Aditya Birla Group has announced a foray into the premium casual dining space in collaboration with chef restaurateur Rahul Akerkar. The group’s hospitality arm housed under Aditya Birla New Age (ABNA) will build premium casual dining restaurant chains across India. The vision is to build the best F&B brands with a clear focus on both quality & value for customers. The company is aiming to launch the first restaurant in Mumbai. Based on the above information answer the following:**

**a) As a consultant to Aditya Birla New Age (ABNA), suggest suitable steps involved in new product launch. (5marks)**

**Ans:**

**Introduction**

As a consultant to Aditya Birla New Age (ABNA), I would suggest the following steps involved in launching a new product, specifically a premium casual dining restaurant chain in Mumbai:

**Concept & Application**

**1. Market Research and Analysis:**

Before launching a new product, it is vital to conduct thorough market research and evaluation. This involves understanding the target market, identifying customer preferences, analyzing the

**b) Recommend appropriate advertising strategy for launch focusing on appropriate message decisions & specific media vehicles (combination of media vehicles is expected including social media). (5marks)**

**Ans:**

**Introduction:**

To recommend an appropriate advertising strategy for the launch of the premium casual dining restaurant by Aditya Birla Group, it is essential to consider the target audience, the brand positioning, and the desired message. Here is a suggested advertising strategy that focuses on message decisions and includes specific media vehicles, including social media: