**Principles of Marketing**

**September 2023 Examination**

**1. You are the owner of a single screen movie theater in your city. The footfalls in the theatre are negligible ever since a new multiplex theater has opened in your area. What steps can you take to compete? Create a plan to communicate with your consumers to increase footfalls. (10 Marks)**

**Ans :**

**Introduction**

As a single-screen movie theater proprietor, I face a sizeable project inside the shape state of a new multiplex theater that has opened in my vicinity. The footfalls in my theater have diminished to negligible numbers, and I need to make the immediate movement to compete efficiently in this changing landscape brand new to the cinema industry. This plan will outline the stairs to speak with consumers and increase footfall in my theater.

The first step in this technique is to thoroughly understand the idea of modern theater and its particular promoting points (USPs). At the same time as the multiplex theater offers many

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**2. You are the marketing director of the pro badminton league. How would you generate consumer interest for your league? Create a marketing using the 4 P model.**

**Ans :**

**Introduction:**

As the marketing director of the seasoned Badminton League, my goal is to generate client interest and excitement for our league. So one can attain this, I will hire the 4 P marketing version, which includes Product, fee, location, and promotion. By strategically utilizing those elements, we can successfully speak the cost and uniqueness of our league to our audience in the long run, using consumer interest and engagement.

The pro-Badminton League is an exciting and prestigious opposition showcasing the sport's excellent skills. Our league combines athleticism, skill, and leisure, making it a must-watch

**3. You are the marketing director for Super automobiles, Your Company wants to launch new EV car. Before embarking on this journey, you want to have consumer preference understanding.**

**a. Create a target consumer for your product. What type of research will you undertake? (5 Marks)**

**Ans :**

**Introduction:**

Because the marketing director for supercars, I am pleased to spearhead the release of our new electric vehicle (EV) automobile. With the rising global call for sustainable transportation options, we must apprehend purchaser alternatives to put and promote our product in the market effectively. Through engaging in complete studies, we can gain

**b. Create 5 questions which will help you understand consumer preference. (5 Marks)**

**Ans :**

**Introduction:**

As the Marketing Director of excellent automobiles, I'm tasked with launching a new electric automobile (EV) car. Before embarking on this exciting journey, gaining deep know-how of consumer possibilities is essential. The fulfillment of our product release hinges on our capacity to cater to the needs and desires of our goal market. We can tailor our advertising