**Marketing Management**

**December 2023 Examination**

**Q 1. What are the marketing skills required to initiate the sales? Explain this with an example of how effective leadership traits can help? (10 Marks)**

**Ans 1.**

**Introduction**

In today's dynamic and competitive business environment, initiating sales is an intricate task that demands a blend of multiple marketing skills. Sales initiation is not just about showcasing a product or service but also understanding the needs of potential customers, tapping into their pain points, and offering solutions that resonate with them. Moreover, the process of sales initiation requires effective communication, trust-building, and a deep understanding of market dynamics. Effective leadership plays an instrumental role in guiding and supporting marketing teams through this initiation phase. Just as a ship requires a captain to navigate through stormy seas, a sales team relies on its leader to steer them through the challenges and complexities of the market landscape. The symbiotic relationship between marketing skills and leadership traits becomes It is only half solved

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**Q 2. What kind of promotions would you have for an exclusive store to sell Amul using an innovative concept. How will you plan the layout, of an exclusive Amul store? ( 10 Marks)**

**Ans 2.**

**Introduction**

Amul, often dubbed as the 'Taste of India,' has carved a unique space in the hearts of consumers with its vast range of dairy products. Given its rich legacy, the idea of an exclusive Amul store is an exciting proposition that brings with it both challenges and immense potential. Such an exclusive store would be more than just a point of purchase; it would be an embodiment of Amul’s history, its commitment to quality, and its connection with the Indian consumer. To make this exclusive store stand out and be successful, it's essential not just to stock Amul products but to offer an innovative and immersive experience that reinforces the brand's essence. This requires a meticulous blend of innovative promotions and an intuitive store layout that

Q 3. Case Study

Grasim enters B2B e-commerce in building material

Grasim Industries, an Aditya Birla group company, today approved its foray into B2B e commerce in the building materials segment with an investment of ₹2,000 crore over the next five years.

This investment adds a new high growth engine with clear adjacencies within Grasim's standalone businesses as also that of its subsidiaries and associate companies. The company is spending Rs10,000 crore in new paints business and will launch its products by early 2024. The group owns India's -largest cement company with a capacity of 120 million tonnes per annum.

Kumar Mangalam Birla, Chairman of the $60 billion revenue Aditya Birla Group, said the B2B e-commerce foray is yet another strategic portfolio choice as it crystallises the group's intent to invest in the new-age, high growth digital space. "The building materials segment presents a huge scalable business opportunity with a proven path to profitability. With this foray, Grasim would be able to leverage the large B2B ecosystem within the Aditya Birla Group," Birla said.

This move will also catalyse the growth of the MSME universe in India and provide an impetus to the Government's vision of 'Digital India', he said.

The overall building materials procurement segment in India has grown at an annual rate of 14 per cent in the last 3 years. This industry is estimated at about $100 billion with current digital penetration of just 2 per cent.

The platform will primarily focus on medium- and small-sized companies in the building materials segment with the potential to further extend to other relevant categories. The key value proposition would be an integrated procurement solution, including on-time delivery and a superior product range at competitive pricing.

**a) Which is the segment that Grasim is getting into? What is the strategy to get into the segment and capture the market? (5 marks)**

**Ans 3a.**

**Introduction**

Grasim Industries, an eminent pillar of the Aditya Birla group, is making headway into the B2B e-commerce sector within the building materials realm. As the digital landscape of India metamorphoses, businesses are eyeing spaces that are ripe for innovation and growth. Grasim's venture, backed by a substantial investment, not only signifies its diversification strategy but also underscores its vision to harness the potential of the digital ecosystem. The goal is to intertwine their robust existing infrastructure with the proliferating digital momentum

**b) What are the future plans of Grasim? How does it plan to increase its reach and how is it planning to build up is its chosen segment? (5 marks)**

**Ans 3b.**

**Introduction**

Grasim Industries, a part of the illustrious Aditya Birla Group, is not only embracing its existing vast legacy but is ambitiously paving the way for its future in the digital realm. Its recent foray into B2B e-commerce in the building materials sector highlights Grasim's intent to not only expand its portfolio but to revolutionize the way businesses in this sector operate. But what do these expansions signify for Grasim's future trajectory, and how do they intend to fortify their presence in this