**Integrated Marketing Communications**

**April 2024 Examination**

**1. You are assigned the role of Marketing Manager in Tata Group. You are expected to make a SWOT analysis for the company. (10 Marks)**

**Ans 1.**

**Introduction**

Tata Group, an Indian multinational conglomerate, is one of the most esteemed and diversified entities globally. Established in 1868 by Jamsetji Tata, it has grown substantially over the years, encompassing a wide range of industries including steel, automobiles, IT, consumer products, and telecommunications. A SWOT analysis, which stands for Strengths, Weaknesses, Opportunities, and Threats, is a strategic planning tool that helps in assessing these key aspects of a business. For Tata Group, such an analysis is pivotal to understand its current market standing, future

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**2. Identify & Elaborate on the Marketing Mix elements used by Cashify India. (10 Marks)**

**Ans 2.**

**Introduction**

In the dynamic realm of marketing, the concept of Integrated Marketing Communications (IMC) plays a pivotal role in shaping the strategies and success of businesses. A prime example of effective IMC implementation can be observed in Cashify India, a leading player in the re-commerce industry. Cashify has adeptly utilized the marketing mix elements to carve its niche and establish a strong presence in the Indian market. The marketing mix, often encapsulated by the four Ps – Product, Price, Place, and Promotion – serves as the cornerstone of marketing strategies, enabling businesses to offer the right product, at the right price, at the right place, and with the right promotional activities. This essay delves into how Cashify India has harnessed these elements to create a cohesive and impactful marketing strategy that resonates with its target audience, thus propelling its growth and market

**3.a. “Creativity is the essence of Brand Building. How is creativity important in building advertising and the brand image of an organization product. (5 Marks)**

**Ans 3a.**

**Introduction**

Creativity is often hailed as the lifeblood of effective branding and advertising. In a world saturated with countless products and services, creativity becomes the distinguishing factor that can elevate a brand from mere recognition to memorable distinction. It is the creative edge in advertising that not only captures the attention of the target audience but also fosters a deep, emotional connection with them, ultimately sculpting a unique and enduring brand image. This essay delves into the pivotal role of creativity in advertising and brand building, highlighting how it can transform the perception of a product and cement its place in the