**Principles of Marketing**

**April 2024 Examination**

**1. You have been appointed the director of marketing for Shiva automobiles your company wants to launch a new range of EV two wheelers in the state of Maharashtra. How will you go about launching the product? List out all the steps to launch the product in the context of the marketing Mix. (10 Marks)**

**Ans 1.**

**Introduction**

The advent of electric vehicles (EVs) marks a revolutionary shift in the automotive industry, aligning with global sustainability goals and the changing preferences of consumers. As the newly appointed Director of Marketing for Shiva Automobiles, the task of launching a new range of EV two-wheelers in Maharashtra presents a unique set of challenges and opportunities. To navigate this landscape effectively, a strategic approach grounded in the principles of the marketing mix is essential. This involves a holistic consideration of product innovation, price positioning, place of distribution, and promotional strategies, tailored to meet the expectations of It is only half solved

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**2. You are marketing head of a short messaging social media platform, your company has been taken over recently by a leading global billionaire, your company has lost out a lot of consumers because of this and your competition is very active with similar launches as your product. How will you stop this fall in usage? Create a marketing plan, which shall engage customers and motivate them to start using your service again. (10 Marks)**

**Ans 2.**

**Introduction**

In the fast-evolving landscape of social media, the takeover of our short messaging platform by a global billionaire has sparked a notable decline in user engagement, driven by consumer skepticism and the aggressive strategies of our competitors. This situation calls for a robust and innovative marketing plan that not only addresses the immediate concerns but also repositions our platform as a leading choice for communication in the digital age. Our approach will focus on rebuilding

**3. You are the marketing director for Ramson mobile phones, Your Company wants to launch a new range of phones for the Indian market but the category is cluttered with many similar products**

**a. Create a research plan to understand the customers’ needs and preferences. (5 Marks)**

**Ans 3a.**

**Introduction**

Launching a new range of mobile phones in the cluttered Indian market presents a significant challenge due to the presence of numerous competitors offering similar products. To differentiate our offering and meet the specific needs of Indian consumers, a meticulous research plan is essential. This plan will focus on gathering in-depth insights into customer preferences, purchasing behaviors, and the