**Marketing Management**

**December 2024 Examination**

**Q1. BLINKIT is an e-commerce and grocery delivery APP-based platform for getting any needed groceries, fruits, and vegetables as well as other daily essential products delivered to your doorstep. Based on the Marketing Management definition, please pull out different components of this definition and relate it with the ‘Blinkit business.’ (10 Marks)**

**Ans 1.**

**Introduction**

Marketing management refers to the process of planning, executing, and overseeing marketing activities to ensure the efficient promotion and distribution of products and services to target customers. It involves identifying customer needs, creating value propositions, developing products, pricing them effectively, promoting them through appropriate channels, and ensuring they reach the right audience at the right time. Blinkit, an e-commerce and grocery delivery app, leverages these principles of marketing management to meet the growing demand for fast and efficient delivery of essential products. Blinkit’s platform provides consumers with easy access to groceries, fruits, vegetables,

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**Q.2. Kellogg, an internationally renowned cornflakes, and muesli manufacturer has recently entered into muesli-based products in India, appropriate for the adult population. Using the concept of SEGMENTATION & TARGETING, please develop their segmentation and targeting approach as suggested - For segmentation, you have to identify one appropriate approach and develop it as segment profiles using the relevant information needed for it. Later, suggest a specific targeting strategy you will use and justify your selection. (10 Marks)**

**Ans 2.**

**Introduction**

Segmentation and targeting are essential marketing strategies that allow businesses to divide a broad market into smaller, more manageable groups and then focus on the most promising segments. Kellogg, an internationally renowned manufacturer of cornflakes and muesli, has recently launched muesli-based products in India targeted at the adult population. India’s market for health-conscious products has grown significantly, especially among adults who are looking for nutritious alternatives for their daily meals. To ensure the successful entry of Kellogg’s muesli in this space, it is crucial to develop a robust segmentation approach that identifies key customer groups and a targeted marketing strategy that appeals to these segments. This answer will explore the

**Q3. Electric Vehicles (EVs) are making inroads in India and not only existing automobile manufacturers are exploiting this opportunity, but new start-up organizations are coming up. REV-UP is a new start-up planning to produce ELECTRIC 2-WHEELER SCOOTERS in India. Kindly answer the following two questions.**

**a. Using the concept of ‘Microenvironment,’ please develop one of the components of the microenvironment namely Customer. (5 Mark*s*)**

**Ans 3a.**

**Introduction**

The microenvironment in marketing refers to the immediate forces and factors that directly influence a business's operations. These include customers, suppliers, competitors, intermediaries, and various publics. For REV-UP, a new start-up in the electric 2-wheeler scooter market in India, understanding the customer segment is crucial for success. Customers form the core of any business's microenvironment as their preferences, behaviors, and purchasing decisions determine the demand for products. In the rapidly evolving electric vehicle (EV) market, identifying

**b. Demonstrate the use of any two ‘Online Marketing Mediums’ to develop awareness and grow the business. (5 Marks)**

**Ans 3b.**

**Introduction**

In today’s digital age, online marketing mediums play a crucial role in creating awareness and growing businesses. For a start-up like REV-UP, which is entering the competitive electric vehicle (EV) market in India, leveraging the power of digital marketing can significantly increase its reach and engagement with potential customers. Online marketing mediums such as social media marketing and search engine optimization (SEO) offer cost-effective ways to build brand awareness and create a loyal customer base. These platforms allow REV-UP to connect with a wide audience,