



NMIMS Global Access
School for Continuing Education (NGA-SCE)

Course: Marketing Management

Internal Assignment Applicable June 2022 Examination

Assignment Marks: 30

Instructions:

- *All Questions carry equal marks.*
- *All Questions are compulsory*
- *All answers to be explained in not more than 1000 words for question 1 and 2 and for question 3 in not more than 500 words for each subsection. Use relevant examples, illustrations as far as possible.*
- *All answers to be written individually. Discussion and group work is not advisable.*
- *Students are free to refer to any books/reference material/website/internet for attempting their assignments, but are not allowed to copy the matter as it is from the source of reference.*
- *Students should write the assignment in their own words. Copying of assignments from other students is not allowed.*
- *Students should follow the following parameter for answering the assignment questions.*

For Theoretical Answer	
Assessment Parameter	Weightage
Introduction	20%
Concepts and Application related to the question	60%
Conclusion	20%

For Numerical Answer	
Assessment Parameter	Weightage
Understanding and usage of the formula	20%
Procedure / Steps	60%
Correct Answer & Interpretation	20%

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1. Italiano is a popular restaurant in the Vile Parle area of Mumbai. The lockdown and subsequent Covid restrictions force the restaurant to shut shop. The owner Mr Ranjeet Sharma is also the main chef of the restaurant decided to start operations from home and



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use the apps of Zomato and Swiggy to run the place as a cloud kitchen. The business not only survived but became a profitable venture. The recent lifting of restrictions as put Mr Sharma in a quandary, should he now re- rent restaurant space at a very expensive rental value or should he continue to run it as a cloud kitchen. He has approached you, a marketing consultant for advice on devising a plan of action. What would you advise? Create a plan of action for the business. Create a communication plan. Create a consumer outreach plan. **(10 Marks)**

2. You are the marketing director of Football Federation of India. Soccer as a sport although very interesting is not a popular audience sport in India. How would you generate consumer interest in Football? Create a marketing plan for making Football as a consumer sport using the marketing mix principles. **(10 Marks)**
3. You are the marketing director for Super max theatre chain. You want to build a footprint for the chain across India. Before the commercial launch of the service you want a better orientation of consumer expectations.
 - a. Plan a research program with clearly defined target groups, geographies, demographics you shall plan your research project. **(5 Marks)**
 - b. Create a 10-question survey questionnaire. **(5 Marks)**
