



NMIMS Global Access
School for Continuing Education (NGA-SCE)
Course: Marketing Management
Internal Assignment Applicable September 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%

1. Car zero is a car rental service it wants to target consumers who wish to buy a vehicle and suggest renting as an alternative. The company sees an opportunity in this consumer segment. The company has approached you, a marketing consultant for advice on



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devising a marketing plan. What would you advise? Create a marketing plan using the 4P's model. **(10 Marks)**

2. You are the marketing director of Hockey India Hockey has been a national sport but despite being a reasonably popular sport fan engagement in the sport is much less. How would you generate consumer interest in Hockey and the Hockey India league? Create a marketing plan for using the marketing mix principles. **(10 Marks)**

3. You are the marketing director for AMZ movies. Your company owns two theatres in your city. In a post pandemic scenario how do you attract viewers back to the theater?.

a. Plan a communication plan using the communication mix **(5 Marks)**

b. Which tool do you think would be more appropriate for retail audience? **(5 Marks)**
