



NMIMS Global Access
School for Continuing Education (NGA-SCE)
Course: Marketing Management
Internal Assignment Applicable for December 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. A company provides consultancy to all its clients on the Pricing of their products. M/s Herbal Life sells various types of FMCG products in the urban market. They sell toothpaste, multi-vitamin ayurvedic tablets, chia seeds, tulsi tea, herbal soap, shampoo, etc. The company has asked you to present various types of Product Mix pricing and price adjustment strategies so that it can help them in taking pricing decisions for their range of products.

(10 Marks)



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- 2.** Elaborate on various types of promotion mix that you will use for the Herbal Life products (as explained in the first question). The main idea behind the promotion is that it should become a household product like Patanjali or Dabur. **(10 Marks)**
- 3. a.** Mr. Raj is planning to purchase a new phone with the latest features. Explain various steps involved for Raj in the decision process. **(5 Marks)**
- 3. b.** Global Stock is an online app for the purchase of international stocks from the international market. Explain and elaborate any five ways through which you will promote the app online. **(5 Marks)**
