

NMIMS Global Access

School for Continuing Education (NGA-SCE)

Course: Principles of Marketing

Internal Assignment Applicable for June 2023 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%

Q1. You are the marketing director of Delta enterprises your company is launching a new range of colour televisions for the Indian market. Create distribution plan for the product. Create a communication and advertising plan. **(10 Marks)**



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Q2. You are the marketing director of Sports Authority of India . India does not have a sporting culture . You have been tasked to build national awareness so that young and old alike indulge in some form of physical activity or sports. Create a marketing plan.

(10 Marks)

Q3. You are the marketing director for meta flix streaming service. You are launching a new entertainment vod streaming service which will compete with SonyLiv, Disney plus, Netflix amongst others

- a.** Analyze the market situation and suggest solutions for acquiring and retaining subscribers.

(5 Marks)

- b.** Create a marketing plan for the service Suggest any alternative revenue source that can be tapped.

(5 Marks)
