**Marketing Management**

**NMIMS Centre for Distance and Online Education (NCDOE)**

**Internal Assignment Applicable for April 2025 Examination**

PLEASE NOTE: This assignment is application based; you have to apply what you have learnt in this subject into real life scenario. You will find most of the information through internet search and the remaining from your common sense. None of the answers appear directly in the textbook chapters but are based on the content in the chapter.

**Q1. Meera's family recently moved to Pune, and she wanted to buy a washing machine for their new home. Her decision-making process involved several steps. Initially, she identified the need after struggling with handwashing clothes. She began researching online, reading reviews, and watching videos comparing brands. Her search revealed that consumers valued energy efficiency, ease of use, and after-sales service.**

**At a local electronics store, Meera interacted with a salesperson who emphasized the features of a mid-range washing machine that matched her requirements. However, her children were drawn to another model with a colorful digital display. Influenced by her family’s preferences and the salesperson’s advice, Meera decided on a slightly costlier model that included advanced features and a sleek design.**

**After the purchase, Meera felt satisfied because the machine exceeded her expectations, offering convenience and efficiency. However, a week later, she faced issues with installation delays, which slightly dampened her overall experience.**

**Question:**

**Analyze the factors influencing Meera’s buying behavior and decision-making process in this case. Suggest how the store could improve its post-purchase services to enhance customer satisfaction.**

**Answer:**

**Introduction:**

Meera’s decision to buy a washing machine involved multiple factors influencing her buying behavior. Her journey began with **problem recognition**, triggered by the inconvenience of handwashing clothes. She engaged in **information search**, exploring online reviews and product comparisons to understand key attributes like energy efficiency and after-sales service. At the **evaluation stage**, the salesperson’s recommendations and her children’s preferences played a role in shaping her final choice. The **purchase decision** was influenced by a balance between functionality and aesthetics, leading her to opt for a costlier model. However, **post-purchase experience** was affected by installation delays, slightly reducing satisfaction. To improve customer experience, the store should ensure timely installation, proactive follow-ups, and better after-sales support.

**This is partially solved sample answer**

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**Q2. Rahul owns EcoLife, a brand specializing in eco-friendly personal care products like biodegradable toothbrushes and organic soaps. Initially, Rahul tried to appeal to all customer segments but struggled with low sales and weak brand recognition. After consulting a marketing expert, he decided to adopt a customer value–driven marketing strategy.**

**Rahul identified urban millennials as his target audience—individuals concerned about sustainability and willing to pay a premium for eco-friendly products. He tailored his products and marketing efforts to their preferences by offering subscription plans, attractive packaging, and detailed product stories about sustainability.**

**Rahul also partnered with influencers to promote EcoLife on social media and created engaging educational content about environmental impact. Within six months, sales grew by 40%, and his customer base expanded significantly. However, scaling up production to meet increased demand remained a challenge.**

**Question:**

**Evaluate how Rahul’s customer value–driven marketing strategy helped EcoLife create value for its target customers. Suggest one way Rahul can address the challenge of scaling production while maintaining quality.**

**Answer:**

**Introduction:**

Rahul’s shift to a **customer value–driven marketing strategy** transformed EcoLife’s market presence and sales performance. Initially struggling with low sales and weak brand recognition, he refined his approach by identifying **urban millennials** as his primary audience—consumers who prioritize sustainability and are willing to invest in eco-friendly products. By offering **subscription plans, premium packaging, and compelling sustainability narratives**, Rahul successfully differentiated EcoLife. Additionally, **social media influencers and educational content** enhanced brand awareness, driving a **40% sales increase in six months**. Despite this success, scaling up production while maintaining quality became a challenge. To address this, Rahul can explore **sustainable manufacturing partnerships or automation** to enhance efficiency without compromising EcoLife’s commitment to eco-friendly standards.

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**Q3 (A) Aditi Sharma owns a boutique home décor store, Artisan Elegance, in Bengaluru. She noticed that her sales had plateaued despite having unique, handcrafted products. Her store's website lacked detailed product descriptions and had minimal customer engagement features. To address these challenges, Aditi revamped her website to include high-quality images, personalized product suggestions based on browsing history, and an option for customers to share their home décor stories.**

**She also launched a social media campaign encouraging customers to post photos of her products in their homes using the hashtag #ArtisanEleganceHomes. In return, participants received discount coupons. The campaign gained traction, leading to increased social media engagement and website visits. Many customers reported feeling more connected to the brand, stating that the personal touch enhanced their shopping experience.**

**Six months later, Aditi observed a 30% increase in sales and a noticeable improvement in repeat customers. However, she also encountered challenges, such as managing increased website traffic and responding to numerous customer queries on social media.**

**Question:**

**Analyze how Aditi created customer value and engagement for Artisan Elegance. Discuss the role of technology and personalized marketing in her strategy. Suggest one improvement to her current approach to address the challenges she faces.**

**Answer:**

**Introduction:**

Aditi Sharma transformed **Artisan Elegance** by leveraging **technology and personalized marketing** to enhance customer engagement and sales. Recognizing her website’s shortcomings, she revamped it with **detailed product descriptions, high-quality images, and personalized recommendations**. Her **social media campaign**, encouraging customers to share décor stories with **#ArtisanEleganceHomes**, boosted brand interaction and loyalty. These efforts led to a **30% sales increase and stronger repeat customer relationships**. However, managing increased website traffic and social media queries became a challenge. To address this, Aditi can implement **AI-powered chatbots** and a dedicated customer support team to streamline responses while maintaining personalized interactions.

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**Q3 (B) Ravi Patel runs a premium bakery, Sweet Cravings, in Mumbai, known for its artisan cakes and pastries. While customers appreciated the quality of his offerings, some found the prices high compared to competitors. Ravi decided to analyze his pricing strategy to balance customer perceptions and profitability.**

**He conducted a survey and discovered that customers valued the use of organic ingredients, unique flavors, and personalized designs. To capture this value, Ravi introduced a tiered pricing strategy: a standard range for budget-conscious customers, a premium range for those seeking exclusivity, and a customizable luxury range for special occasions.**

**Additionally, he improved communication of value through detailed product descriptions highlighting the premium ingredients and craftsmanship. Over the next three months, Ravi saw an increase in overall sales and customer satisfaction, though some customers in the standard range expressed concerns about affordability.**

**Question:**

**Analyze how Ravi’s pricing strategy reflects an understanding of customer value. Suggest one solution to address the affordability concerns of customers in the standard range while maintaining profitability.**

**Answer:**

**Introduction:**

Ravi Patel refined **Sweet Cravings’ pricing strategy** to align with customer perceptions of value while maintaining profitability. Customers appreciated the bakery’s **organic ingredients, unique flavors, and personalized designs**, but some found the prices high. To address this, Ravi introduced a **tiered pricing model**, catering to **budget-conscious, premium, and luxury customers**. He also enhanced communication by emphasizing **quality and craftsmanship** in product descriptions. This approach led to **higher sales and customer satisfaction**, though affordability remained a concern for standard-range buyers. To resolve this, Ravi can introduce **seasonal discounts or value bundles**, ensuring affordability without compromising profitability.

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