**Marketing Management**

**NMIMS Solved Assignments for December 2024**

**Q1. BLINKIT is an e-commerce and grocery delivery APP-based platform for getting any needed groceries, fruits, and vegetables as well as other daily essential products delivered to your doorstep. Based on the Marketing Management definition, please pull-out different components of this definition and relate it with the ‘Blinkit business.’**

**Answer:**

**Introduction:**

Marketing management involves the planning, organizing, directing, and controlling of marketing activities to achieve specific organizational goals. It encompasses understanding consumer needs, developing products that fulfill those needs, setting appropriate pricing strategies, choosing the right distribution channels, and implementing promotional tactics to communicate the value of the products to the target audience.

In the context of Blinkit, a grocery delivery app, these components are crucial for its success. By effectively managing marketing activities, Blinkit can identify and cater to the needs of its customers, offer a diverse range of products, establish competitive pricing, and utilize efficient delivery mechanisms. This strategic approach enhances customer satisfaction and loyalty, ultimately driving growth in the competitive e-commerce landscape.

**This is partially solved sample answer**

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**Q2. Kellogg, an internationally renowned cornflakes, and muesli manufacturer has recently entered into muesli-based products in India, appropriate for the adult population. Using the concept of SEGMENTATION & TARGETING, please develop their segmentation and targeting approach as suggested - For segmentation, you have to identify one appropriate approach and develop it as segment profiles using the relevant information needed for it. Later, suggest a specific targeting strategy you will use and justify your selection.**

**Answer:**

**Introduction:**

Kellogg, a global leader in breakfast cereals, has ventured into the Indian market with a focus on muesli-based products tailored for adults. In a diverse and competitive market, effectively segmenting and targeting consumers is crucial for the brand's success. This approach involves identifying distinct consumer groups based on specific criteria, enabling Kellogg to tailor its marketing strategies to meet the unique needs of each segment. By analyzing demographic, psychographic, and behavioral characteristics, Kellogg can create detailed segment profiles that reflect the preferences of health-conscious adults seeking nutritious breakfast options. Subsequently, a targeted marketing strategy will be employed to effectively reach and engage these consumers, enhancing brand awareness and driving sales in this new category.

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**Q3. Electric Vehicles (EVs) are making inroads in India and not only existing automobile manufacturers are exploiting this opportunity, but new start-up organizations are coming up. REV-UP is a new start-up planning to produce ELECTRIC 2-WHEELER SCOOTERS in India. Kindly answer the following two questions.**

**a. Using the concept of ‘Microenvironment,’ please develop one of the components of the microenvironment namely Customer.**

**Answer:**

**Introduction:**

The rise of Electric Vehicles (EVs) in India presents a significant opportunity for both established manufacturers and emerging start-ups like REV-UP, which aims to produce electric two-wheeler scooters. Understanding the microenvironment is crucial for REV-UP's success, particularly the customer component. This involves analyzing customer preferences, behaviors, and demographics to effectively cater to the growing demand for eco-friendly transportation solutions and position the brand competitively in the evolving automotive landscape.

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**b. Demonstrate the use of any two ‘Online Marketing Mediums’ to develop awareness and grow the business.**

**Answer:**

**Introduction:**

As the Electric Vehicle (EV) market in India expands, new start-ups like REV-UP are leveraging online marketing to create awareness and drive business growth for their electric two-wheeler scooters. Utilizing digital platforms is essential for reaching tech-savvy consumers and building brand recognition. This question explores two effective online marketing mediums that REV-UP can employ to enhance visibility, engage potential customers, and establish a competitive presence in the burgeoning EV market.

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