

Principles of Marketing (MGT301)

Fall, 2021

Assignment No. 1

Due Date: December 07, 2021.

Total Marks: 10

Weightage: 06

Topic: (Theme No.1) Marketing Philosophies.

Learning Objective:

The core objective of this activity is to familiarize students with the concept of marketing philosophies.

Learning Outcomes:

After attempting this case, students will be able to comprehend which marketing philosophies are beneficial for any struggling brand that may control customer tumbling thus by tactfully modifying its previous strategies and marketing practices.

The Case:

More than a decade ago Nokia with its most durable handsets was considered as the most demanding company around the world. Nokia was well known for producing quality handsets with prolonged battery life. The trusted customers of Nokia rarely switched to other alternatives because of being brand loyal customers. Nokia enjoyed this marketing leading position from 2001 till 2005. Then there was a time somewhere after 2008 when other mobile phone companies launched touch-screen smartphones in the market with updated technologies in terms of looks, functioning, performance and convenience. This was the time when people started looking for advancements in their handsets but Nokia did not focus on this situation. Rather, it kept focusing on mass production despite the fact that the market trend has changed and people were not merely looking for durability rather they were more concerned about technological advancements in their trusted brand.

With this marketing myopia approach Nokia suffered a lot in terms of customer declination and market share. Considering the market trends and customer demands, Nokia launched its smartphones in the market with X series. But due to the software compatibility issues these handsets did not hit the potential market. Finally, after exclusive R&D and considering the dire

need of time and customers' lifestyle Nokia started producing its Android sets. Though, they are not still as renowned as other market giants such as Samsung, Huawei, Motorola, Apple etc. But somehow, Nokia is now able to regain its market position. There is a further need of improvement and implication of appropriate strategies so that it may regain its past position and maximize its customer base.

Requirements:

1. Which one of the below marketing philosophies do you think Nokia was previously following? Please give **two** reasons. **(3+2=5)**
 - a) Production Concept
 - b) Selling Concept
 - c) Marketing Concept
 - d) Societal Marketing Concept

2. Which one of the below marketing philosophies do you think Nokia is currently using to regain its market position? Justify your answer with any **"3"** logical arguments. **(2+3=5)**
 - a) Production Concept
 - b) Selling Concept
 - a) Marketing Concept
 - b) Societal Marketing Concept

***NOTE:** Just select any **"1"** option from **Question No.1 & 2**. And write appropriate and valid reasons/arguments in both of the questions accordingly. Avoid adding definitions, irrelevant and prolonged points.

Marking Scheme:

The total marks of this Assignment are 10; both questions carry 5 marks. The marks division is clearly mentioned against each question.

Important:

24 hours extra / grace period after the due date is usually available to overcome uploading difficulties. This extra time should only be used to meet the emergencies and above mentioned due dates should always be treated as final to avoid any inconvenience.

Important Instructions:

- Students are advised to study the whole text carefully.
- Try not to include any irrelevant material in the solution.
- Try to come up with precise and original answers.
- Assignments reaching after the due date would not be considered.

Other Important Instructions:**DEADLINE:**

- Make sure to post the solution before the due date on VULMS.
- Any submission made via email after the due date will not be accepted.

FORMATTING GUIDELINES:

- Use the font style “Times New Roman” or “Arial” and font size “12”.
- It is advised to compose your document in MS-Word format and then upload the solution through the in-line tab.
- You may also compose your assignment in Open Office format.
- Use black and blue font colors only.

Note related to load shedding: Please be proactive

Dear Students,

As you know that semester activities have started and the load shedding problem is also prevailing in our country. Keeping in view the fact, you all are advised to post your activities as early as possible without waiting for the due date. For your convenience; activity schedule has already been uploaded on VULMS for the current semester, therefore no excuse will be entertained after due date of assignments, quizzes or GDBs.

“GOOD LUCK”