

Assignment No. 1

Course Code: EMKT201

Registration Number: _____

Instructions:

- a. Attempt all questions given below in your own handwriting. Assignment in typed format will not be considered for evaluation.**
- b. The student has to complete the assignment in the allocated pages only. Any other page in case utilized shall not be considered.**

Q1. Illustrate different types of segmentations done by companies? How does Amazon Inc. segment the market? Elaborate.

[10 Marks] [CO3, L3]

Signature of the Student_____

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Note:-

CO: is the Course Outcome as per your course syllabus.

L1-L6: Learning level objectives as per Revised Bloom Taxonomy (RBT).

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Q2. Recall any Five leading companies in the FMCG Sector selling personal care category products (soap, shampoo, oil, cream) Write down their positioning strategies for at least one product each. How have they communicated their positioning to the customers?

[10 Marks] [CO3, L1]

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