

NMIMS Centre for Distance and Online Education (NCDOE)

Course: Marketing Management

Internal Assignment Applicable for Dec 2024 Examination

Assignment Marks: 20

Instructions

- All Questions carry equal marks
- All Questions are compulsory
- All answers to be explained in not more than 1000 words for question Q1 and for question Q2(A) and Q2(B) 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%

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

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Q1. XYZ Corporation is a leading retailer in the fashion industry, primarily targeting middle-aged consumers. However, recent demographic shifts show a growing population of younger consumers with different tastes and purchasing behaviors. As the marketing manager, you are tasked with adjusting XYZ Corporation's marketing strategy to better serve this changing demographic. Analyze the impact of the demographic changes on XYZ Corporation's marketing strategy. Propose a new marketing strategy that considers these demographic shifts and addresses potential challenges. Justify your recommendations with appropriate marketing theories and concepts.

(10 Marks)

Q2 (A) A company that has been successfully selling consumer electronics to individual customers is planning to enter the business market by offering bulk sales of its products to corporate clients. As a marketing manager, you need to prepare a briefing on how the business market differs from the consumer market. Explain two key differences between business markets and consumer markets that the company should consider when developing its marketing strategy. Provide examples to illustrate these differences.

(5 Marks)

Q2 (B) A leading consumer electronics company is facing declining sales for its flagship smartphone model. The company's management has decided to initiate a new product development process, starting with internal idea generation. Describe how the company could effectively use its internal resources to generate new product ideas. What are the potential challenges and benefits of relying solely on internal sources for idea generation?

(5 Marks)
