

NMIMS Global Access

School for Continuing Education (NGA-SCE)

Course: Consumer Behaviour

Internal Assignment Applicable for December 2016 Examination

Assignment Marks: 30

Instructions:

- *All Questions carry equal marks.*
 - *All Questions are compulsory*
 - *All answers to be explained in not more than 1000 words for question 1 and 2 and for question 3 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*
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1. Indian Pharmaceutical company having good range of well established brands in India and overseas market mainly in African countries. Now the company has business expansion plan wherein they would like to enter into FMCG segment; in this scenario as a company's marketing consultant what are your recommendations and explain each of your recommendations with logical reason/s **(10 Marks)**
2. One of the largest Swedish company very well known for their furnitures interested in entering Indian market, explain what are the pros and cons according to you for this company, you need to responds to this question with specific points, keeping in mind Indian consumers and their culture. **(10 Marks)**



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3. One of the largest Indian well known brand of wrist watch manufacturing company interested in entering Indian market, with new segment of premium leather goods.
- a. What are your recommendations to the company viz production position strategy
(5 Marks)
- b. How do you prepare back-hand new business risk analysis and arrive at chances of success in the new segment.
(5 Marks)
