



NMIMS GLOBAL ACCESS  
SCHOOL FOR  
CONTINUING EDUCATION

**NMIMS Global Access  
School for Continuing Education (NGA-SCE)**

Course: Marketing Management

**Internal Assignment Applicable for June 2016 Examination**

Assignment Marks: 30

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**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. Write the major elements of Promotion Mix to promote a newly launched ice cream “Yummy” in the Indian Market. Explain all the elements in detail so that the awareness and sales increases for the Brand. **(10 Marks)**
2. Assume you are the Marketing Manager of a company “Keep Talking” which manufactures the mobile in Indian Market. Currently the company holds a good market share in smart phone category. You are of a belief that the company should launch some new tablets. What steps you would follow to launch the new product (tablet) in the market? **(10 Marks)**
3. Segmentation, Targeting, Positioning and Differentiation plays a very important role in the success of any product.



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a) Critically evaluate the market segments for Apple, Micromax and Samsung in India.

**(5 Marks)**

b) Critically evaluate the positioning and differentiation strategy for Micromax, Samsung, Lenovo and Apple in India.

**(5 Marks)**

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