



	today. As the flux of competitors is increasing day by day and consumers are becoming market- savvy towards all marketing tactics, there is a very thin scope of alluring and retaining customers." Show the validity of above mentioned description of Marketing in terms of Marketing Environment.			
5.	Does the company understand the role of innovations in its Industry? Does it want to remain ahead of competitors by launching new products regularly, even if the change from one product to the next one is very minor, or does it rely on advertising, branding or other marketing tools to stay ahead? Examine the statement in the light of Porter's Generic Strategy.	BL4	CLO4	10
<b>Section C: Long Answer Type Questions</b> <b>Attempt any 01 out of 04 questions.</b>		<b>BL</b>	<b>CLO</b>	<b>Marks (20)</b>
1.	You have been appointed as the consultant for the new start-up company going to launch varied mobile based games and applications. Present a summary of your considerations in the following perspectives : <ul style="list-style-type: none"> <li>● Environmental analysis report</li> <li>● Consumer Analysis</li> <li>● Marketing Plan</li> </ul>	BL5	CLO2	20
2.	A company launched a Fairness Cream in the market with a brand name 'Fairy Tale'. The brand initially did well in the market. But it was observed that the sale of the brand has suddenly dropped down. Develop a research plan to investigate reasons and suggest measures to take a corrective action.	BL6	CLO3	20
3.	A well establish unit manufacturing ready made garments plant introduce new machines and new methods of production. The workers in the factory numbering one hundred and fifty are fearful of the change resisting in many ways. What actions will you advise to management to resolve the problem?	BL4	CLO4	20
4.	What are the determinants of Consumer Behavior? You are the Marketing Manager of world-renowned breakfast cereal manufacturing company's Indian subsidiary. How will you use your knowledge of Indian consumer behavior for following situations? <ul style="list-style-type: none"> <li>● Exploring the market</li> <li>● Campaigning of the product</li> <li>● Reviewing of the product performance</li> </ul>	BL4	CLO4	20