

Note:

1. Draw Diagram Wherever Necessary
2. Q.1 Is Compulsory
3. Attempt Any Four out of Remaining Six Questions. (From Q.2 To Q.8)

Q.1. Case Study

(20 Marks)

PURVI Electronics is a well-established technology company renowned for its innovative products and commitment to providing cutting-edge solutions to consumers. In response to the dynamic smartphone market, the company has developed a new flagship smartphone, the "InnovaTech X," aimed at delivering unparalleled features and a seamless user experience. As a marketing consultant, your objective is to formulate a comprehensive marketing strategy for InnovaTech X. InnovaTech X is designed to offer a suite of advanced features that set it apart in the highly competitive smartphone market.

- **Camera Excellence:** The smartphone boasts a sophisticated camera system, including a high-resolution main camera, wide-angle lens, and a depth sensor, enhancing photography for both amateurs and professionals.
- **Battery Longevity:** A powerful and long-lasting battery ensures users can go through their day without constantly worrying about charging.
- **Security Enhancements:** Advanced facial recognition and an in-display fingerprint sensor provide state-of-the-art security for users' data and information.
- **Performance and Processing:** The smartphone is powered by a top-of-the-line processor, guaranteeing smooth multitasking, quick app launches, and an exceptional gaming experience.

PURVI Electronics follows a branding strategy that emphasizes innovation, reliability, and elegance, aligning with its existing brand identity. The packaging is designed to be environmentally friendly, sleek, and informative, clearly showcasing the smartphone's features and benefits, which contributes to a premium brand image.

InnovaTech X is positioned in the mature phase of the product life cycle. The focus is on product differentiation and continuous enhancements to prolong the product's life cycle. Regular software updates and periodic releases of new features and enhancements keep the product relevant and attract existing customers to upgrade.

The pricing of InnovaTech X follows a value-based approach, which takes into account the perceived value of the product to the target market segments. The price is set slightly higher than the average market price for premium smartphones, reflecting the superior features and performance of InnovaTech X. Continuous market research and competitor analysis are conducted to ensure that the pricing remains competitive and commensurate with the product's value.

This pricing strategy offers flexibility in adjusting prices based on consumer feedback, market dynamics, and technological advancements to maintain perceived value.

The value-based pricing strategy aims to position InnovaTech X as a premium product, justifying the cost through its superior features and meeting the expectations of the target market segments. PURVI

Electronics aims to establish a strong brand presence and generate substantial revenue through this strategically priced product.

Q.1. A) Discuss the product features and benefits that make InnovaTech X stand out in the competitive smartphone market. (5 Marks)

Q.2. B) Describe two target market segments for InnovaTech X, providing demographic, psychographic, and behavioral characteristics. (5 Marks)

Q.3. C) Recommend a specific pricing strategy (cost-based, value-based, or competition-based) for InnovaTech X and explain its advantages in the context of the smartphone market. (5 Marks)

Q.4. D) Outline the distribution channels that would be most effective for InnovaTech X and explain the rationale behind selecting these channels. (5 Marks)

Q.2. Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

- Define marketing and explain importance of marketing in detail?
- Explain Scope of marketing and list down what all can be marketed in detail?
- Differentiate between the concepts of need, want, and demand in marketing. Provide examples to illustrate these concepts?

Q.3. Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

- Explain the evolution of marketing from the production era to the sustainability era. Discuss the key characteristics and changes associated with each era.?
- In the context of marketing research, describe the various steps involved in the marketing research process. Provide an example of how a company can use marketing research to make informed marketing decisions?
- Explain Macro environmental factors in detail?

Q.4. Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

- Explain Consumer Buying process in detail with the appropriate example?
- Explain Buying Roles in detail with the help of example?
- Write a note on NICHE Marketing with the help of example

Q.5. Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

- Explain Geographic segmentation with the help of sub elements and an appropriate example?
- Explain 5 patterns of target market selection?
- Explain 4 types of Buying Behaviour?

Q.6. Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

Q.P. Code: 00003700

- a. Explain the key criteria or factors that companies use for market segmentation? Describe how these criteria are applied to divide markets effectively, and discuss why segmentation is important for modern marketing strategies?
- b. Explain different positioning strategies or bases of positioning in detail with appropriate examples?
- c. Explain Internal Factors Affecting Pricing in Detail?

Q.7. Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

- a. Explain levels of product in detail?
- b. Explain different tools of promotion in detail?
- c. Explain traditional and modern method of distribution channel?

Q.8. Short Notes (Write Any Three) ----- (5x3) = 15 Marks

- a. BCG Matrix
- b. Ansoff Matrix
- c. 7's Model of McKinsey
- d. Product Life Cycle

-----All the Best-----