**Principles of Marketing**

**Jun 2025 Examination**

**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**

**Q1. You are the brand manager of a premium organic juice brand. Create a “Levels of Competition” model as given by Kotler for this product and specify what the competition for the product would be at each level. How effectively can the company communicate about the organic juice to its consumers based on its Unique Selling Proposition (USP)? (10 Marks)**

**Ans 1.**

**Introduction**

In today’s dynamic and health-conscious market, organic beverages have witnessed a significant rise in demand. As the brand manager of a premium organic juice brand, it becomes crucial to understand the competitive environment in which the product operates. Marketing guru Philip Kotler introduced the “Levels of Competition” model to help businesses define the competitive landscape from a broader and strategic perspective. This model allows marketers to analyze competition not only at the brand or product level but also at category and budget levels. For a premium organic juice brand, competition ranges from other organic juice brands to beverages of entirely different kinds that fulfill similar consumer needs. Understanding these

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**Q2. FreshFit, a startup in the health and wellness FMCG segment, has launched a range of organic, plant-based nutrition products, including protein bars, detox juices, and vitamin-infused water. The brand aims to establish a strong presence in urban metro cities and eventually expand nationwide.**

**As the Marketing Manager at FreshFit, you need to decide on the best pricing strategies for different product lines. Below are the key challenges the company is facing:**

**1. Premium Organic Protein Bars: Competitors include international brands like**

**Kind Bars and RXBAR. FreshFit wants to position its product as a high-quality alternative.**

**2. Detox Juices: A new entrant in the competitive health beverage market, FreshFit needs to capture a significant market share quickly.**

**3. Vitamin-Infused Water: The company wants to encourage repeat purchases and increase sales volume.**

**4. New Fitness Subscription Box: FreshFit is launching a monthly wellness kit that includes protein bars, supplements, and personalized diet plans.**

**5. Regional Expansion: The brand is currently in metro cities but wants to expand to Tier 2 and Tier 3 cities with lower purchasing power.**

**Based on the challenges above, suggest which of the following pricing strategies would be most effective for each product category. Justify your choice.**

**- Premium Pricing**

**- Penetration Pricing**

**- Economy Pricing**

**- Psychological Pricing**

**- Captive Product Pricing**

**- Optional Pricing**

**- Bundle Pricing**

**- Promotional Pricing**

**- Geographical Pricing**

**Hint: Consider factors like competition, consumer perception, and market expansion while selecting the appropriate strategy. (10 Marks)**

**Ans 2.**

**Introduction**

In today’s competitive FMCG health and wellness segment, pricing plays a crucial role in establishing market presence, shaping brand perception, and driving consumer behavior. FreshFit, a startup aiming to make a mark in urban metro cities, is offering a range of organic, plant-based nutrition products targeted at the health-conscious consumer. However, with varying product types and different competitive environments, a one-size-fits-all pricing approach will not work. Instead, each product line requires a carefully tailored pricing strategy aligned with its market positioning, competition intensity, and consumer expectations. By analyzing each product and applying relevant pricing models—from premium to penetration, bundle to psychological pricing—FreshFit can achieve both short-term sales and long-term

**Q3A. TechNova, a cutting-edge technology solutions company, is expanding its presence across major Indian cities, targeting enterprise clients, mid-sized businesses, and high-net-worth individuals who seek premium IT services, cybersecurity solutions, and AI-driven business automation. The company aims to differentiate itself through its innovative approach, high-end technology, and personalized consulting services in a highly competitive tech industry.**

**To establish a strong market presence and long-term success, the founders seek expert guidance on strategic market positioning and marketing mix decisions. Develop a Segmentation, Targeting, and Positioning (STP) strategy for TechNova to create a distinctive and appealing market presence. (5 Marks)**

**Ans 3a.**

**Introduction**

TechNova, a premium technology solutions company, is poised to make a strong mark in India’s evolving digital landscape. As it expands into major cities, it must adopt a precise Segmentation, Targeting, and Positioning (STP) strategy to effectively connect with its diverse clientele—enterprise firms, mid-sized businesses, and high-net-worth individuals. With personalized consulting and high-end solutions at its core, a tailored STP approach will help the company communicate its value proposition clearly and establish a powerful brand identity

**Q3B. TechNova, a cutting-edge technology solutions company, is expanding its presence across major Indian cities, targeting enterprise clients, mid-sized businesses, and high-net-worth individuals who seek premium IT services, cybersecurity solutions, and AI-driven business automation. The company aims to differentiate itself through its innovative approach, high-end technology, and personalized consulting services in a highly competitive tech industry. To establish a strong market presence and long-term success, the founders seek expert guidance on strategic market positioning and marketing mix decisions. Recommend a well-defined 4Ps of marketing (Product, Price, Place, Promotion) strategy to effectively serve its target audience and gain a competitive edge. (5 Marks)**

**Ans 3b.**

**Introduction**

To gain a competitive edge and build a sustainable presence across India’s tech landscape, TechNova must craft a strategic marketing mix. The 4Ps—Product, Price, Place, and Promotion—form the foundation of effective marketing decisions. As TechNova targets elite clients like enterprises, mid-sized firms, and high-net-worth individuals with premium IT and AI-driven services, its marketing mix must reflect high quality, exclusivity, and innovation. A carefully aligned 4Ps strategy will help the brand gain traction in metro cities and eventually