

 <b>SRI BHAGAWAN MAHAVEER JAIN EVENING COLLEGE</b> Vishweshwarapuram, Bangalore.	<b>Course:</b>	II Semester B. Com
	<b>Subject:</b>	Modern Marketing  Assignment

Q.NO 1 - Suppose you are the Marketing manager of a banking firm (Choose any Bank name of your Choice). Your bank has opened its First branch south India. What Micro and Macro factor do you think will affects the choice of marketing the most and why?

**Solution:** Choose a bank name of your Choose and write according to this structure

Task (Micro Environment)		Broad (Macro Environment)	
Factors	Influence on the business	Factors	Influence on the business

Q. No 2- Brand is a composite set of beliefs and associations in the mind of consumers. In brand development (as a part of branding strategy decision (the brand manager can decide to create new brand elements for the new products. (Apply some of the existing brand elements to the new product (or use combination of existing and new brand elements to the new products. Explain the different branding strategies used by the companies for their new product development.

**Solution:** Choose a product and name the brand name for the product - distinguishing symbol mark, logo, combination of these items that companies use to distinguish their product from others in the market. Ones a brand has created write the concept new product development process.

Q No 3- Describe some of the strategies for the effective marketing and advertising in rural market. Also explain the innovative use of media in rural market

Solution: Refer PPT material

Q No 4 - "A new health drink is to be launched in Bangalore. Suggest the appropriate segmentation and strategy with the help of bases of market segmentation and its process.

Q No 5 - A leading automobile manufacturing is planning to launch a small car in Indian market. The company has to prepare marketing plan for that explain the steps in marketing plan through 4 P's concept and write marketing of that product through digital marketing tools like SEO (Search Engine Optimization), SMM (social media Marketing), Electronic and Mobile Marketing.

Solution: Choose any brand of your choice and write marketing plan and explain how you market through Digital Marketing