

NMIMS Centre for Distance and Online Education (NCDOE)

Course: Marketing Management

Internal Assignment Applicable for Jun 2026 Examination

Assignment Marks: 30

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*
- *Students should follow the following parameter for answering the assignment questions*

For Theoretical Answer	
Assessment Parameter	Weightage
Introduction	20%
Concepts and Application related to the question	60%
Conclusion	20%

For Numerical Answer	
Assessment Parameter	Weightage
Understanding and usage of the formula	20%
Procedure / Steps	60%
Correct Answer & Interpretation	20%

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

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- Q1** A mid-sized consumer electronics company is experiencing stagnant growth despite launching several new products. The marketing team has been targeting the entire market with broad campaigns, but customer feedback indicates that their offerings are not meeting the specific needs of any group particularly well. The CEO is concerned that resources are being spread too thin and wants to focus on building stronger relationships with the most valuable customers. The marketing manager is tasked with developing a new strategy to identify and serve the right customer segments more effectively. Based on the scenario, how should the marketing manager apply the concepts of market segmentation and targeting to select the most profitable customer segments and avoid the pitfalls of trying to serve all customers equally?
(10 Marks)
- Q2** A consumer electronics company is launching a new line of smart home devices. The marketing manager has segmented the market into tech-savvy millennials, busy professionals, and senior citizens. The current strategy focuses on targeting millennials with a value proposition centered on innovation and connectivity. However, early sales data shows moderate uptake, and customer feedback indicates unmet needs in other segments. The management team is debating whether to broaden the target market or refine the value proposition. Evaluate the effectiveness of the marketing manager's approach in selecting target markets and crafting a value proposition for a new product line. Critically assess how well the strategy balances the need to serve profitable segments while building long-term customer relationships. What improvements would you recommend to enhance both profitability and customer engagement?
(10 Marks)
- Q3 (A)** A well-established not-for-profit museum with a strong cultural and educational legacy is experiencing a steady decline in on-site visitor numbers and donor contributions. Traditionally, the museum has relied on print media, exhibitions, institutional tie-ups, and fundraising events to attract visitors and supporters. However, rapid changes in audience behavior—particularly the shift toward digital

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and interactive experiences—have reduced the impact of these conventional approaches.

In parallel, existing patrons and donors now expect deeper, more personalized, and continuous engagement, extending beyond a single visit or donation. The museum’s leadership believes that the institution must evolve from being perceived as a static exhibition space to a dynamic and participatory cultural brand.

To respond to these challenges, the marketing team has been asked to rethink how the museum communicates its value and mission in a digital-first environment, while still retaining the strengths of traditional outreach. The team must consider multiple stakeholder groups, limited financial resources, and the availability of rich cultural content such as archives, exhibitions, expert knowledge, and storytelling assets.

(A). As a member of the museum’s marketing team, design an Integrated Marketing Communication (IMC) strategy that combines traditional and digital communication channels to attract new visitors and deepen engagement with existing supporters. Explain how your proposed approach creates and communicates value to diverse target audiences.

(5 Marks)

Q3 (B) With reference to the scenario from 3 A

(B) Building on your IMC approach, develop innovative communication and engagement elements that the museum could implement to strengthen donor relationships and build a vibrant community around its brand and mission. Justify how these elements would encourage long-term involvement and loyalty.

(5 Marks)
