

- 13 a Determine the various phrases of product life cycle.
OR
b Evaluate the kinds of pricing.
- 14 a Show the factors affecting the selecting the channels of distribution.
OR
b Sketch out the different methods of promotion.
- 15 a Illustrate the merits of online marketing.
OR
b Explain the characteristics of Niche marketing.

SECTION -C (40 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 8 = 40)

Question No. 16 is compulsory

- 16 Case Study: Zomato's new deep discounting strategy

Zomato is a popular Food Service Aggregators in India (FSAs) known for its online delivery and user-friendly interface. Recently, in an attempt to improve business, Zomato introduced some heavy discounts for its client base. The new Zomato Gold was part of this campaign. Customers who subscribed to Zomato Gold could access free meals, drinks, and discounts in certain restaurants. The company partnered with numerous eateries to execute this plan. However, 15th August 2019, hundreds of restaurants decided to log out of this marketing campaign. This was because the heavy discounts led to a loss of revenue and profits.

Zomato co-founder, Deepinder Goyal tried to appease the partners by launching a new model. This response was soon rejected as the core issue of discounts remained unresolved. The led to an impasse between the two parties, leaving Zomato vulnerable to takeovers. This was just a gist of the case study on Zomato's deep discounting strategy. Read through the details of the report, analyze the stats, and establish your take on the situation

Questions:

- Reinstated the given facts (the discount strategy)
 - Established the main objectives of the case study
 - Explained what Zomato Gold includes
 - Summarized the central problem (Zomato's loss of partners)
 - Talked about why and how the discount strategy affects restaurant owners
- 17 a Evaluate the different methods of market segmentation
OR
b Predict the kinds of consumer behavior.
- 18 a Assess the various stages of new product development.
OR
b Enumerate the different pricing strategies.
- 19 a Determine the kinds of channels of distribution.
OR
b Elucidate the factors affecting promotional mix.
- 20 a Interpret the recent trends in marketing strategies.
OR
b Analyse the significance of green marketing.