



**DNYANSAGAR INSTITUTE OF MANAGEMENT AND RESEARCH
MBA-I/ SEM-I
COMPREHENSIVE CONCURRENT EVALUATION 2021-22**

Subject: BASICS OF MARKETING
Faculty: Dr. Manisha Jagtap

Code: 105

Credits: 3

The assessment process plays two roles: it provides feedback to you on your progress and is a means of testing and grading your performance.

This activity is intended to give students firsthand experience and learn theory of Basics of Marketing the practical way.

We wish to encourage deep analysis and creativity. Go in the directions that you feel best fulfill the assignment. **Perhaps your assignment will make the list for Best Basics of Marketing Assignment 2022.**

The subject is evaluated on the basis of three components

	Components	Marks	Date of Submission
1	Creating Crossword Puzzle	50	10 th March 2022
2	Situation Analysis	50	19 th March 2022
3	Class Test/ Exam	50	



1	Creating Crossword Puzzle	50 marks	Submission Date : 10 th March 2022
---	---------------------------	----------	--

COMPONENT 1: Create a Crossword puzzle

Create Crossword puzzle of minimum **50 words** by making use of **Basics of Marketing** terms, concepts, convention, definitions and examples.

Each Student need to submit **ONE Puzzle** for any **ONE unit** or **MIX all five units** or **Combination of two/ three/four units** of the syllabus of Basics of Marketing.

- Make a list of words for crossword puzzle
- Lay the words in grid format
- Number the starting square for each word
- Give direct and indirect clues for all the words
- Organize the clues in the list form
- Use each word only once
- Give an Appropriate title for your puzzle
- List the clues under Across and Down
- At the end give answer to puzzle

The format can be in MS WORD or MS EXCEL

Submission must be in hard copy as well as soft copy.



2	Situation Analysis	50 marks	19 th March 2022
---	--------------------	----------	-----------------------------

SITUATION ONE: I Can See the Four Ps of Marketing

Preparation

For this assignment you will write a **product report** focused on a single product of your choice. You should follow the formatting and address the questions/issues specified in the **Product Report Outline**.

Go to the store where your product (selected for study) is available. This can be your local grocery store, DMart, More For You, food Bazaar or wherever your product is sold and displayed alongside competing brands and products. When selecting your product or good, keep in mind that in this assignment you will be analyzing the product based on the four Ps of marketing. **Assume yourself as the Marketing Manager of the Company.**

Your Task

Gather the information necessary mentioned in the Product Report Outline. When putting together your assignment for submission, it should follow the format and organization shown in the Product Report Outline provided below.

DIMR



PRODUCT REPORT OUTLINE

Your Name, Div
Marketing Mix Report
Date

TITLE
Company/Product Name Here

Name of product and company: Use the proper corporate name, not a nickname. For example: Tide Pods by Proctor & Gamble. Include pictures if you're handy with uploading/inserting images.

1. Introduction

Briefly describe the product you've selected along with any relevant history that led you to choose this product/brand. Minimum of three, maximum of five sentences.

2. Four Ps of Marketing

Describe the key marketing strategies of your selected product. You should base your evaluation and report on what you can observe about how the four Ps are applied to the product you chose. You should write a minimum of three sentences about each aspect.

- **Product:** Describe the want or need your product addresses.
- **Placement:** Describe the physical location of the product among its closest competitors (a quick picture of the shelf would tell a good story!), and describe what this placement says about the marketing strategy.
- **Pricing:** Describe the pricing strategy. A good description would include observations about the closest competitive product and its relative pricing.
- **Promotion:** Describe how the product is being promoted. You could include any obvious physical/in-store promotions seen on the shelf, as well as flyers, coupons, social media, online advertising, etc.
- **Other factors:** You might notice other important factors about your product that lie outside the four Ps. You can include them in your report here. One example might be a unique distribution system for your product.

3. Conclusion

In this section you should draw a conclusion about the proven or possible success of your selected product. How has the company used the four marketing Ps to try to ensure the success of your selected product? This should be a minimum of three, maximum of five sentences.

4. Learning's

Note: Please type your assignment as follows:

1. Report in MS Word
2. Times New Roman, Font Size 12 ,
3. Double-spaced on A4 paper.
4. The first page should be about you and the subject



5. The contents of the assignment must be based on your opinion as it will detail your own critical thinking.
6. You can use pictures and graphs to make your report unique.
7. Plagiarism, copying and cheating will **NOT** be awarded any mark, and disciplinary actions will be taken instead

SITUATION TWO:

Task: Choose any **goods-producing company** that interests you. Be sure that you can readily collect information on this company.

Scenario: You have been assigned by the company, to analyse its current situation and marketing activities, and to make marketing recommendations

Report is to be structured as a business report and must contain the following sections:

1. **Introduction:** Introduce your client company, present its mission statement and give a background of its business and values. State what will be covered in the report.
2. **Value Proposition:** Identify a product (or product line) being offered by your client and define the value proposition of the product. Explain how this value proposition appropriately connects the relationship of the product to the price the customer must pay to obtain it.
3. **SWOT Analysis and Summary:** Complete a SWOT analysis, presenting your researched information in a matrix (point-form), followed by a full analysis in paragraph form.
4. **Target Market and Positioning:** Analyse the target segment for the company's product, providing a full analysis of its demographic, psychographic, geographic and the behavioural characteristics. Define the company/product's position relative to competitors using a perceptual map.
5. **Recommendation:** Provide an overview of the key findings amongst the SWOT and Target Market Analysis.

Recommend one strategic alternative for your client's growth. Explain 'What, Why, How.'

Professionalism of the Report

- Include a proper and complete title page, table of contents and reference page.
- Eliminate spelling, punctuation, grammatical, structural, and formatting errors.
- Submit Report by due date.
- Suggested length of 10 pages of research and recommendation content following APA guidelines

Academic Integrity: Complete APA citation methodology **MUST** be followed. Missed citations and/or Work Cited page entries will be penalized with a grade of zero. Your paper must have at minimum 8 secondary sources including your textbook, your client's corporate website and at least one publication from the library's databases.

Grading: While the report will receive a grade, individual student grading may vary based upon the content and its presentation



3	Class Test/ Exam	50 marks	
----------	-------------------------	-----------------	--

Exam for all units.

