

CONCURRENT EVALUATION

MBA - SEMISTER I

DIVISION A

BASICS OF MARKETING (105)

Faculty Name: Prof. Dr. Manisha Jagtap

Important Instructions:

The subject is evaluated on the basis of three components

Component No	Component	Marks	Submission Instructions	Submission Date
1	Creating and Presenting Marketing Concept Posters	50	In-Person: Submit to me in person	On 7th Nov 2023 at 11.30am
2	Sector Analysis Report	50	In-Person: Submit a printed copy to me in person. Email: Send a copy to drmanishajagtapdimr@gmail.com Name your file as : BOMCCE1 < Student Full Name> <Div A/B>C File Format: MS Word	On or Before 18th Nov 2023
3	Written Home Assignment / Internal Exam	50	You will receive notification accordingly	

Component No	Creating and Presenting Marketing Concept Posters
1	

Design visually engaging posters to convey key marketing concepts, followed by presentations to explain the concepts. **It's an INDIVIDUAL ASSIGNMENT**

Instructions:**Part 1 - Poster Creation:**

Concept Selection: Choose one marketing concept from the provided list:

- Marketing Orientation
- Core Concepts of Marketing
- 4Ps
- 7Ps
- Consumer Behavior
- Marketing Environment
- Product Life Cycle and
- Segmentation, Targeting, and Positioning (STP)

Poster Design: Create an eye-catching and informative poster that represents the selected marketing concept. Use the following guidelines:

- Use visuals, images, diagrams, and info graphics to illustrate the concept.
- Include a clear title and a brief explanation of the concept.
- Ensure the poster is visually appealing and organized.

Content Inclusion: Ensure your poster includes:

- Key components and elements of the chosen marketing concept.
- Real-world examples or case studies that highlight the concept's relevance.
- Sources or references for the information included.

Creativity: Encourage creativity in the design, layout, and use of visual elements.



Part 2 - Poster Presentation

Presentation Preparation: Prepare a brief presentation (3-5 minutes) that explains the marketing concept featured on your poster. Ensure your presentation is clear, concise, and engaging.

Poster Display: During the presentation session, display your posters around the room or in a designated area.

Individual Presentations: Each student will present their marketing concept to the class. You can use a rotation or a scheduled presentation order.

Presentation Focus: Address the following points in your presentation:

- Explain the marketing concept, its significance, and key components.
- Use your poster to visually support your explanation.
- Provide real-world examples or case studies related to the concept.

Q&A Session: After each presentation, allow for a brief question-and-answer session for the audience to seek clarifications or discuss the concept further.

Assessment Criteria:

- Poster Design and Visual Appeal
- Clarity and Depth of Concept Explanation
- Effective Use of Real-world Examples
- Presentation Skills (for individual presentations)

Component No	Business Impact of ICC World Cup	Submission Date :
2	2023: Sector Analysis Report	18 th Nov 2023

Title: "Business Impact of ICC World Cup 2023: Sector Analysis Report"

Description: In this assignment, you will investigate the impact of the ICC World Cup 2023 on a specific business sector of your choice. You will analyze the sector's performance and dynamics during the tournament and present your findings in a comprehensive report. Your report should include data, analysis, and recommendations based on your chosen sector's experience.

Instructions:**1. Sector Selection (5%)**

- Choose one business sector from the following: Hospitality, Tourism and Travel, Retail and Merchandising, Transportation and Logistics, Food and Beverage, Technology and Broadcasting, or Security and Event Management.

2. Data Collection and Analysis (40%)

- Research and gather relevant data related to your chosen sector's performance during the ICC World Cup 2023.
- Analyze the data to assess the impact of the event on the sector, including any financial, operational, or strategic changes.
- Identify key trends and challenges specific to your chosen sector during the tournament.
- Examine historical performance, economic impact, changes in consumer behavior, sponsorship and advertising, regulatory changes, the competitive landscape, technological innovations, customer feedback, sustainability and social responsibility initiatives, and the global vs. local impact.

3. Recommendations (30%)

- Based on your analysis, provide recommendations for the sector. What strategies or initiatives could be adopted to maximize opportunities or address challenges presented by the ICC World Cup 2023?
-

4. Presentation and Report (20%)

- Prepare a well-structured report, including an executive summary, introduction, methodology, data analysis, recommendations, and a conclusion.
- Include relevant charts, graphs, and tables to support your analysis.
- Ensure your report is well-organized, well-written, and free of grammatical errors.

Submission Guidelines:

- 1. Report Submission:** Submit your sector analysis report in a professional format.

In-Person: Submit a printed copy to the designated location.

Email: Send a copy to drmanishajagtapdimr@gmail.com

Make sure your report reflects your hard work and dedication.

- 2. Citation:** Properly cite your sources using APA or MLA style.
- 3. Deadline:** Submit your assignment by the specified deadline.

Important Note:

- **Plagiarism will not be tolerated. Ensure that all content is original and properly cited.**

This assignment will provide you with an opportunity to delve into a specific sector and understand the real-world impact of a major sporting event on businesses. Enjoy your research and analysis, and be prepared to present your findings in a clear and informative report.

Component No		Date :
3	Open Book Test	As and when scheduled

CONCURRENT EVALUATION

MBA - SEMISTER I

DIVISION B

BASICS OF MARKETING (105)

Faculty Name: Prof. Dr. Manisha Jagtap

Important Instructions:

The subject is evaluated on the basis of three components

Component No	Component	Marks	Submission Instructions	Submission Date
1	Marketing Concept Scrapbook	50	In-Person: Submit scrapbook to me in person	On or Before 8th Nov 2023
2	Sector Analysis Report		In-Person: Submit a printed copy to me in person. Email: Send a copy to drmanishajagtapdimr@gmail.com Name your file as : BOMCCE1 < Student Full Name> <Div A/B File Format: MS Word	On or Before 18th Nov 2023
3	Written Home Assignment / Internal Exam	50	You will receive notification accordingly	

Component No	Marketing Concept Scrapbook	Submission Date	
1		On or Before 8 th Nov 2023	

Marketing Concepts Scrapbook

Select one marketing concept from the list provided and create a scrapbook that visually represents and explains the chosen concept. **It's an INDIVIDUAL ASSIGNMENT**

Instructions:

- Concept Selection:** Choose one marketing concept from the provided list:
 - Marketing Orientation
 - Core Concepts of Marketing
 - 4Ps
 - 7Ps
 - Consumer Behavior
 - Marketing Environment
 - Product Life Cycle and
 - Segmentation, Targeting, and Positioning (STP)
 -
- Research and Analysis:** Conduct in-depth research on the selected marketing concept. Understand its significance, key components, and relevance in marketing strategies.
- Scrapbook Design:** Create a visually engaging scrapbook that creatively represents the chosen marketing concept. Use a combination of images, graphics, captions, and textual explanations to convey the concept's essence.
- Content Inclusion:** Ensure your scrapbook includes the following:
 - Visual representations (e.g., images, diagrams, charts) of the concept.
 - Clear explanations and definitions.
 - Real-world examples or case studies that illustrate the concept's application.
- Narrative:** Write a brief narrative that introduces the concept, explains its importance, and provides context for the visuals.
- Creativity:** Encourage creativity in the design and layout of the scrapbook. Use colors, shapes, and fonts effectively to make the concept visually appealing.



Assessment Criteria:

- Clarity and Depth of Explanation: How well the marketing concept is explained.
- Visual Appeal: The overall design, layout, and creative use of visuals.
- Relevance: The extent to which the scrapbook effectively represents and conveys the chosen marketing concept.
- Integration of Real-World Examples: How effectively real-world examples are used to illustrate the concept.
- Presentation: The overall presentation and neatness of the scrapbook.

Submission:

- Submit a physical copy of your marketing concept scrapbook.
- Optionally, provide a digital version or scans for ease of evaluation.

This assignment allows students to delve into a marketing concept of their choice, promoting engagement, creativity, and in-depth understanding while presenting the concept in a visually appealing manner.

Component No	Business Impact of ICC World Cup	Submission Date :
2	2023: Sector Analysis Report	18 th Nov 2023

Title: "Business Impact of ICC World Cup 2023: Sector Analysis Report"

Description: In this assignment, you will investigate the impact of the ICC World Cup 2023 on a specific business sector of your choice. You will analyze the sector's performance and dynamics during the tournament and present your findings in a comprehensive report. Your report should include data, analysis, and recommendations based on your chosen sector's experience.

Instructions:**1. Sector Selection (5%)**

- Choose one business sector from the following: Hospitality, Tourism and Travel, Retail and Merchandising, Transportation and Logistics, Food and Beverage, Technology and Broadcasting, or Security and Event Management.

2. Data Collection and Analysis (40%)

- Research and gather relevant data related to your chosen sector's performance during the ICC World Cup 2023.
- Analyze the data to assess the impact of the event on the sector, including any financial, operational, or strategic changes.
- Identify key trends and challenges specific to your chosen sector during the tournament.
- Examine historical performance, economic impact, changes in consumer behavior, sponsorship and advertising, regulatory changes, the competitive landscape, technological innovations, customer feedback, sustainability and social responsibility initiatives, and the global vs. local impact.

3. Recommendations (30%)

- Based on your analysis, provide recommendations for the sector. What strategies or initiatives could be adopted to maximize opportunities or address challenges presented by the ICC World Cup 2023?

4. Presentation and Report (20%)

- Prepare a well-structured report, including an executive summary, introduction, methodology, data analysis, recommendations, and a conclusion.
- Include relevant charts, graphs, and tables to support your analysis.
- Ensure your report is well-organized, well-written, and free of grammatical errors.

Submission Guidelines:

1. **Report Submission:** Submit your sector analysis report in a professional format.

In-Person: Submit a printed copy to the designated location.

Email: Send a copy to drmanishajagtapdimr@gmail.com

Make sure your report reflects your hard work and dedication.

2. **Citation:** Properly cite your sources using APA or MLA style.
3. **Deadline:** Submit your assignment by the specified deadline.

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Component No	Open Book Test	Date :
3		As and when scheduled

CONCURRENT EVALUATION

MBA - SEMISTER I

MARKETING (105)

Faculty Name: Prof. Dr. Manisha Jagtap

Important Instructions:

The subject is evaluated on the basis of three components

Component No	Component	Marks	Submission Instructions	Submission Date
1	Sector Analysis Report	50	In-Person: Submit a printed copy to me in person. Email: Send a copy to drmanishajagtapdimr@gmail.com Name your file as : BOMCCE1 < Student Full Name> <Div C File Format: MS Word	8th Nov 2023
2	Situation Analysis	50	In-Person: Submit a printed copy to me in person. Email: Send a copy to drmanishajagtapdimr@gmail.com Name your file as : BOMCCE2 < Student Full Name> <Div C File Format: MS Word	18th Nov 2023
3	Written Home Assignment / Internal Exam	50	You will receive notification accordingly	

Component No	Business Impact of ICC World Cup	Submission Date :
1	2023: Sector Analysis Report	8 th Nov 2023

Title: "Business Impact of ICC World Cup 2023: Sector Analysis Report"

Description: In this assignment, you will investigate the impact of the ICC World Cup 2023 on a specific business sector of your choice. You will analyze the sector's performance and dynamics during the tournament and present your findings in a comprehensive report. Your report should include data, analysis, and recommendations based on your chosen sector's experience.

Instructions:**1. Sector Selection (5%)**

- Choose one business sector from the following: Hospitality, Tourism and Travel, Retail and Merchandising, Transportation and Logistics, Food and Beverage, Technology and Broadcasting, or Security and Event Management.

2. Data Collection and Analysis (40%)

- Research and gather relevant data related to your chosen sector's performance during the ICC World Cup 2023.
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3. Recommendations (30%)

- Based on your analysis, provide recommendations for the sector. What strategies or initiatives could be adopted to maximize opportunities or address challenges presented by the ICC World Cup 2023?

4. Presentation and Report (20%)

- Prepare a well-structured report, including an executive summary, introduction,



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methodology, data analysis, recommendations, and a conclusion.

- Include relevant charts, graphs, and tables to support your analysis.
- Ensure your report is well-organized, well-written, and free of grammatical errors.

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Component No	Situation Analysis	Submission Date :	
2		18 th Nov 2023	

Situation: Smartwatch Market Analysis for ABC Electronics

ABC Electronics, a leading technology company, is planning to enter the smartwatch market. The company is aiming to gain a competitive edge by conducting a comprehensive situation analysis. The following points highlight key aspects of the situation analysis:

Consumer Behavior Analysis

Product Selection: ABC Electronics has chosen to analyze consumer behavior in the context of its new line of smartwatches.

Motivation: Investigate what motivates consumers to purchase smartwatches. Consider fitness tracking, style, convenience, and other factors.

Perception: Examine how consumers perceive the value and utility of smartwatches compared to traditional watches or other wearable devices.

Attitudes: Understand consumer attitudes toward technology, fashion, and the integration of smartwatches into their lifestyles.

Decision-Making Process: Analyze the steps consumers go through when deciding to purchase a smartwatch, including problem recognition, information search, evaluation of alternatives, and post-purchase evaluation.

Marketing Environment Analysis

Macro-Environmental Factors: Assess the impact of economic conditions, technological advancements, political and legal regulations, and socio-cultural trends on the smartwatch market.

Micro-Environmental Factors: Examine the influence of customers, competitors, and suppliers on the success of ABC Electronics' smartwatch venture.

Product Life Cycle and 4Ps & 7Ps Analysis

Product Life Cycle Stage: Determine which stage of the product life cycle smartwatches are currently in and how this affects marketing strategies.

4Ps Analysis: Evaluate how ABC Electronics should position the smartwatches in terms of Product features, Price points, Distribution channels, and Promotional strategies.

7Ps Analysis: Consider how People, Process, and Physical Evidence play a role in enhancing the overall customer experience.

Segmentation, Targeting, and Positioning (STP)

Market Segment: Choose a specific target market for ABC Electronics' smartwatches. Consider factors such as age, lifestyle, and technology adoption.

Segment Profile: Provide a detailed profile of the selected market segment, including demographic and psychographic characteristics.

Targeting Strategy: Explain why ABC Electronics' smartwatches are well-suited for the chosen market segment.

Positioning Strategy: Develop a positioning strategy that highlights the unique features and benefits of ABC Electronics' smartwatches to the selected segment.

Submission:	Assessment Criteria:
Combine all sections into a single document	The assignment will be evaluated based on the quality of analysis and recommendations provided for each section, adherence to the word limit, correct citations and references, and the overall clarity and coherence of the report
Ensure proper citations and references.	
Adhere to the specified word limit	
Submit the assignment by the given deadline.	

Report Submission: Submit your sector analysis report in a professional format.

In-Person: Submit a printed copy in person.

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Make sure your report reflects your hard work and dedication.

Component No		Date
3	Written Home Assignment / Open Book Test/ Internal Exam	As and when scheduled

