




<p><b>other water bottles in the market, especially those that are not eco-friendly?</b></p> <p><b>Q. 3: A. Eco-Friendly Yoga Apparel</b> – Describe the key features and innovations that will differentiate your product from existing products in the market. <b>In response to increased competition in the virtual promotion and distribution, how might you use social media and influencer marketing to differentiate and promote your product?</b></p> <p style="text-align: center;"><b>or</b></p> <p><b>Q. 3: B. Scenario: Launching a Sustainable Home Cleaning Product</b> – Imagine you are a marketing manager tasked with launching a new line of sustainable home cleaning products for environmentally-conscious consumers. <b>Incorporate a pricing incentive for customers who choose to return empty containers for recycling or refilling. How might this strategy align with your overall pricing approach while encouraging sustainable consumer behavior? Consider a scenario where a popular online marketplace offers a dedicated section for sustainable products. How would you leverage this opportunity to maximize the reach of your eco-friendly cleaning products?</b></p> <p><b>Q. 4: A.</b> Hitesh, Marketing manager of an e-commerce company that specializes in fashion retail is confused. The company is considering the integration of AI technologies to enhance its marketing strategies. Help Hitesh in designing how AI-powered chatbots can enhance the customer experience as much as possible.</p> <p style="text-align: center;"><b>or</b></p> <p><b>Q. 4: B.</b> Imagine you are the Chief Marketing Officer for a retail company specializing in electronics and home appliances. The company is looking to integrate AI technologies to enhance the overall customer experience. What are the various ways in which AI can help better customer engagement while shopping online.</p>	CO3	
<b><u>SECTION – C</u></b>		
Read the case and answer the questions	<b>7×02 = 14 Marks</b>	
<b>Questions</b>	<b>CO</b>	<b>Bloom's Level</b>
<p><b>Q. 5: Case Study: Chinese Smartphone maker Xiaomi's first EV SU7 revealed: 800 Km range.</b></p> <div data-bbox="233 1509 1118 1962" style="text-align: center;">  </div> <p>Chinese smartphone maker Xiaomi took the wraps off its first electric vehicle on Thursday and promptly announced it was aiming to become one of world's top five automakers. The sedan, dubbed the SU7, is a highly anticipated model that is expected to</p>	CO4	L6

<p>make the most of its shared operating system with the company's popular phones. As per Xiaomi Chief Executive Lei Jun outlining big ambitions that include building "a dream car comparable to Porsche and Tesla".</p> <p>"By working hard over the next 15 to 20 years, we will become one of the world's top 5 automakers, striving to lift China's overall automobile industry,"</p> <ul style="list-style-type: none"> <li>• The SU7 will have a range of up to 800 kilometers on a single charge</li> <li>• The five-seat sedan can go from 0 to 100 kmph in just 2.78 seconds</li> <li>• It can pick up a maximum speed of 265 kmph</li> </ul> <p>While the price of the EV is unknown, many expect the SU7 to fall into 200,000 yuan to 300,000 yuan (around Rs 25 to 35 lakh).</p> <p>Marketing plan outlines strategies to establish Xiaomi as a key player in the EV sector, emphasizing technological advancements, sustainability, and a customer-centric approach.</p> <p>Questions:</p> <p><b>Q. 5: (A).</b> Conduct a SWOT analysis to understand Xiaomi EV's strengths, weaknesses, opportunities, and threats. Identify key consumer segments interested in EVs and their preferences.</p> <p><b>Q. 5: (B).</b> Create marketing plan highlighting Product features, Pricing Strategy, Distribution Strategy and Marketing Communication</p>	
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**Kindly fill the total marks allocated to each CO's in the table below:**

COs	Marks Allocated
CO1	5 Marks
CO2	7 Marks
CO3	7 Marks
CO4	14 Marks
CO5	7 Marks

**(Please ensure the conformity of the CO wise marks allocation as per your TLEP.)**

**Blooms Taxonomy Levels given below for your ready reference:**

- L1= Remembering**
- L2= Understanding**
- L3= Apply**
- L4= Analyze**
- L5= Evaluate**
- L6= Create**