



DNYANSAGAR INSTITUTE OF MANAGEMENT & RESEARCH

CONCURRENT EVALUATION

MBA-II - SEMISTER IV

MARKETING SPECIALISATION

SUBJECT: MARKETING STRATEGY (404)

Faculty Name: Prof. Dr. Manisha Jagtap

Important Instructions:

1. The subject is evaluated on the basis of three components

Component No	Component	Marks	Submission Instructions	Submission Date
1	Case Study	50	Name your file as : SMC1CQ < Student Full Name> <SEMIV> File Format: MS WORD Send it on mailid: drmanishajagtapdimr@gmail.com	5th July 2022
2	Written Home Assignment/ Internal Exam	50		_____
3	Online Exam (MCQs)	50		_____



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Component No	Case study	Submission Date :
1		5 th July 2022

Take any organization of your choice that has made any **change in its marketing strategy** due to the current situation of **COVID 19** as per the present condition in India. The change can be related to **STP or marketing mix**. Write and develop a case study in your own words.

Writing a case study for marketing strategy subject really needs to focus on some real aspects as well as some theoretical areas. To make this vision easy, tell a story they can imagine and understand. Walk readers through a beginning, middle, and end to make your case study interesting and compelling.

Take help of the newspaper to collect some factual statements in support of your justification of analysis. Finally the Journals are to be referred and a solution to the case study is also to be formatted.

The citation is to be imposed in the assignment in APA

Ideal case writing format:

1. Title
2. The Company
3. The Problems faced in COVID -19
4. The Change in the existing marketing strategy
5. The Results
6. Visuals
7. Call to Action

Ideal solution format:

- Explain the background of the case, and why is it such a relevant.
- Reinstate the given facts
- Explain the significant problems highlighted in the case
- Review/ Evaluate the challenges faced
- Summarize about the few alternative solutions to the problem highlighted in the case

Component No	Written Home Assignment	Date :
2		-----

Component No	MCQ Based Online Exam
3	

COMPONENT 3: MCQ Based Online Exam

Online Exam for all units will be conducted through online exam portal