
Marketing Management

– MBA Assignment –

2021

STUDENT ID

--	--	--	--	--

UNIT TITLE:

NAME (in Full):

GENERAL INSTRUCTIONS

- All assignments are to be submitted on 25 Feb 2021
- Assignment if submitted to any staff or kept in cc while submitting the soft copy will NOT be considered for marking.
- If assignment is not submitted on date, will follow with penalty of 10% deduction of marks for every day.
-
- Similarity between students work is strictly not accepted, any student found with similar work will be graded Zero and fail for the course. However, Plagiarism is an academic offence and will not be tolerated.
- Any reevaluation request should come in one week of grade release. Any late request will not be obliged. (Form and other details shall be shared based on request)
- Any rescheduling request should come and fulfilled within two months after the actual date of the assessment. Any late request will not be obliged.
- Assignment once submitted to exam board is final for marking.
- Total 90 marks. 10 Marks for Class Participation. Final marks will be converted to 90 marks.

GUIDELINES FOR ASSIGNMENT

- a) If assignment is Question & Answer based then.
 - Introduction is needed for each question.

- Question has to be answered based on the mark allotted for each question with references if any idea or information is taken from other source.
- b) If assignment is case based then,
- Executive summary
 - Table of content
 - Introduction
 - Body of assignment (questions related to case need to be answered)
 - Conclusion / Recommendation if any
 - References (in-text + citation) to be used.

Total Marks _____ / 90

PLAGIARISM

Plagiarism is a form of **cheating**, by representing someone else's work as your own or using someone else's work (another student or author) without acknowledging it with a reference. This is a serious breach of the Academic Regulations and will be dealt with accordingly. Students found to have plagiarized can be **excluded from the program**.

Plagiarism occurs whenever you do any of the following things without acknowledging the original source:

- ✓ Copy information from any source (including the **study guide**, books, newspapers, the internet)
- ✓ Use another person's concepts or ideas
- ✓ Summarize or paraphrase another person's work.

How do I avoid plagiarism?

To ensure you are not plagiarizing, you must acknowledge with a reference whenever you:

- ✓ use another person's ideas, opinions or theory
- ✓ include any statistics, graphs or images that have been compiled or created by another person or organization
- ✓ Paraphrase another's written or spoken word.

What are the penalties?

The penalties for plagiarism are:

- ✓ Deduction of marks,
- ✓ A mark of zero for the assignment or the unit, or
- ✓ Exclusion from the program.

Plagiarism is dealt with on a case-by-case basis and the penalties will reflect the seriousness of the breach.

Please note claiming that you were not aware of need to reference is no excuse.

Marketing Management Assignment

The assignment below is based on the case study "Sombrero: Proposed Fruit Juice Outlet" (only the first 3 pages). Assuming that Moawia takes a favorable decision to open his outlet, and you serve as his marketing consultant, please submit the followings two sections, 1 (10 pts) & 2 (80 pts).

Once you have read the case in detail begin this assignment.

1. Prepare a short Executive Summary made of 10 bullet points - from a marketing perspective, to include key issues and keywords from our course - 1 page (10 points)
2. Prepare a marketing analysis for Sombrero Fruit Juice Outlet, to include the 7 following sections. In each of the sections mention at its end what should be the best sources of information to find the necessary data.
 - 1.1 Current influential business trends, half a page (10 points)
 - 1.2 Fast food market analysis, half a page (10 points)
 - 1.3 Competitive analysis, 1 page (10 points)
 - 1.4 Targeting for the next six months (not segmenting), 1-2 pages (10 points)
 - 1.5 Propose the existing marketing offer (the offer-mix), 2-3 pages (15 points)
 - 1.6 Propose the existing marketing promotion (the promotion-mix), 2-3 pages (15 points)
 - 1.7 Suggest 4 to 5 competitive advantages and 2 to 3 weaknesses, 1 page (10 points)
3. Bonus - Any other information you may provide within up to 1 page (up to 10 points)

MS Word. 9-12 pages. Word count: 2500-3,500 words (approximately 300 words per page).