

## marketing effort



**Brand:** Mehta Solutions

**Product Code:** case267

**Weight:** 0.00kg

**Price:** Rs500

**Short Description**  
marketing effort

**Description**

## **marketing effort CAST STUDY solution**

**Read the case given below and answer the questions given at the end.**

(a) You have been asked to manage the test marketing effort of a company, introducing its new product, a herbal cold cream, in the market. Explain how you would select the test market, decide upon the test market duration and collect data from the test markets.

(b) Briefly explain the concept of Product Life Cycle. What in your view is the stage in which touch screen mobile phones are in the Indian market ? Based on your answer suggest appropriate promotion strategies.

### **Details**

**1. Case study solved answers**

**2. pdf/word in 24-48 hrs**

### **3. Fully Solved with answers**