

	c. Evaluate the different stages of the Product Life Cycle (PLC) with suitable examples. How can marketers modify their strategies at each stage to sustain product success?	10	L4	CO3
Compulsory Questions				
Q.8	<p>MVW Ltd., a rapidly growing tech company, is preparing to launch a new line of AI-powered home appliances, including smart refrigerators, voice-controlled ovens, and automated vacuum cleaners. The company prides itself on cutting-edge technology, promising seamless integration with smart home ecosystems. However, MVW Ltd. faces several challenges:</p> <ol style="list-style-type: none"> 1. Identifying the right target market — should they focus on tech-savvy millennials, high-income households, or environmentally-conscious consumers? 2. Setting the right price — balancing affordability to attract mass buyers while maintaining a premium image. 3. Designing an effective promotional campaign — leveraging digital platforms, influencer collaborations, and traditional media to maximize reach and impact. 4. Crafting a compelling brand message — clearly communicating how their AI appliances simplify life, save energy, and enhance comfort. <p>As a marketing strategist, answer the following:</p>			
	a. Suggest suitable market segmentation techniques MVW Ltd. can use to identify their ideal customer base.	5	L4	CO5
	b. Propose pricing strategies that balance competitiveness and profitability for their AI-powered appliances.	5	L4	CO5
	c. Recommend promotional strategies using both digital and traditional media to effectively reach their target audience.	5	L4	CO5
	c. Develop a brand positioning statement highlighting the unique selling proposition of MVW Ltd.'s AI appliances.	5	L4	CO5
