

1. How would you suggest an established washing powder company to develop its positioning strategy in order to preserve a threshold level of presence in consumer mind?
2. Why is it important for perceptual maps to work in conjunction with market segmentation information?
3. Why companies give significance to switching barriers, what it indicates from customers perspective?
4. Analysis of the customer environment can be conducted through 5w model what insight it provides from customers perspective?
5. An introductory stage of a product require a comprehensive strategy to create awareness and develop a market for that product. You are required to highlight the major factor that a firm may consider while formulating a comprehensive strategy at this stage?
6. Why organization are more concerned about brand equity and why is it labeled as a substantial indicator of brand performance?
7. You must have observed that every day items like soap laundry detergent and toothpaste are often found in small shops why would companies use this strategy and what benefits it yield?
8. How would you evaluate the situation that decrease the price sensitivity?
9. What relevance does a measurement scale have for strategic and performance issues?