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MGT301 ASSIGNMENT 1 SOLUTION FALL 2021

Provide by VU Answer

Due Date: 7 Dec 2021

Total Marks: 10

Case Requirements 1:

Which one of the below marketing philosophies do you think Nokia was previously following?

Please give two reasons.

Solution:

Production Concept:

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Reason 1:

The first major reason and philosophy that can be used by nokia is production concept.

Because they product their phones in very large quantity but not implement modern technology and latest features in devices.

Reason 2:

Company don't observe the market competitors that will work on technology advancement and performance.

Nokia stay on their production process and selling into market and the end user.

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your right path

Case Requirements 2:

Which one of the below marketing philosophies do you think Nokia is currently using to regain its market position?

Justify your answer with 3 logical arguments

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Solution:

Marketing Concept:

Logic 1:

In this scenario, the company attains their market position again. Their current environment is a marketing concept in terms of advertisements and social networks.

Logic 2:

The most advanced concept in modern era is marketing. Nokia will also implement to grow your sale and brand awareness in people again with their better performance and new features android devices.

Logic 3:

Company will realize that we would improve their brand they will understand new technologies and implement modern features for

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their customer's than we achieve their goals and get large sale in markets.

REGARD SARIM

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PLEASE NOTE:

Don't copy-paste the same answer.

Make sure you can make some changes to your solution file before submitting copy paste solution will be marked zero.

If you found any mistake then correct yourself and inform me.

Before submitting an assignment check your assignment requirement file.

If you need some help and question about file and solutions.

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