

St. Mira's College for Girls, Pune
Autonomous (Affiliated to Savitribai Phule Pune University)
Sem V-2020-21
TYBCOM Bus Admin-III Assignment _ Asst Prof. Rajni Singh
Subject Code- C51709

Unit 1, 2, 3, 4

Assignment 1- Article Review of current marketing topic in News- Analytical and Critical Thinking

✧ BUSINESS ADMINISTRATION-3
✧ ASSIGNMENT NO-1
✧ GROUP NO:-4
✧ T.Y.B.COM
✧ SEMESTER-A
✧ SUBMITTED BY:-I.MUSKAN SHAIKH-4253
T.Y.B.COM-A
✧ 2.ADHITI SINGH-4447 T.Y.B.COM-B
✧ 3.MITLI BHADORIYA-4468 T.Y.B.COM-C
✧ 4.PRIYANKA YADAV-4695 T.Y.B.COM-C
✧ DATE OF SUBMISSION:-2nd November 2020

TITLE OF THE ARTICLE:- E-Commerce major including Flipkart cashing in discounts, together.

By Harsh Vardhan

Thanks to its multi-culture, multi-religion demography, India is often referred to as the country of festivals and if there's one thing that's synonymous to festivities, it's shopping. Brands have been making the most of India's aspirational nature since forever, but e-commerce giants have created festivals of their own. Flipkart's Big Billion Day, which made its debut in 2014, is one of those events that create quite a stir -- not just in terms of business, but also marketing and at a time when the world is still reeling under the stress of the pandemic, brands are seeing this as an opportunity to partner with each other and bde over the crisis.

Brand strategist Anbu Parameswaran says, "E-commerce brands have perfected this formula for their big sale days. I think the partnership works for both the retailer and the top brands. Special

Assignment 2- Study of Product Life Cycle of competitive brands/ Comparative study of personality of competitive brands/ Personal branding of famous personality

Rajni Singh
SUBJECT TEACHER



JK
Principal Incharge
St. Mira's College for Girls

T.Y.B.COM
SEMESTER V

- SUBMITTED BY:-
1. MUSKAN SHAIKH T.Y.B.COM A -4253
 2. ADITI SINGH T.Y.B.COM B-4447
 3. MITU BHADORIYA T.Y.B.COM C-4468
 4. PRIYANKA YADAV T.Y.B.COM C-4695

DATE OF SUBMISSION:-10th November 2020

TOPIC OF THE ASSIGNMENTS:-PRODUCT LIFE CYCLE OF SAMSUNG.

INTRODUCTION AND INTRODUCTION STAGE DONE BY 4253 MUSKAN SHAIKH.

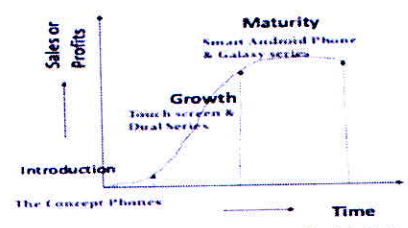
GROWTH STAGE DONE BY MITU 4468

MATURITY STAGE DONE BY PRIYANKA 4695

DECLINE STAGE DONE BY ADITI 4447

PRODUCT LIFE CYCLE OF SAMSUNG

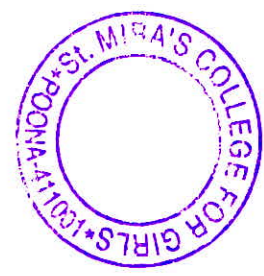
Stages	Time Duration
Introduction	2001 - 2006
Growth	2006 - 2011
Maturity	2011 - till now



INTRODUCTION:- When a new product is being introduced in to the market it undergoes a series of steps in the market; these steps are introduction, growth, maturity and lastly the decline stage. These steps follow each other chronologically and thus referred as the product life cycle (PLC). Consumers buy millions of products every year. And just like that products too have a life

Rajiv

SUBJECT TEACHER



Jh
Principal Incharge
St. Mira's College for Girls