

Internal Assessment
Marketing Management
Shivaji College, University of Delhi
B.A. (Hons.) Business Economics
Semester – IV

Marks: 12

Question: You are a marketing consultant hired by a fictional company, XYZ Electronics, which specializes in innovative technology products. XYZ Electronics is planning to launch a new smart wearable device aimed at health-conscious consumers. The device offers features such as activity tracking, heart rate monitoring, sleep analysis, and personalized health recommendations. Develop a comprehensive marketing plan for a new product launch in the consumer electronics industry.

