

**Internal Assessment**  
**Marketing Management**  
**Shivaji College, University of Delhi**  
**B.A. (Hons.) Business Economics**  
**Semester – IV**  
**Class Test -1**

**12 marks**

**Duration: 40 mins**

**Question 1:** 'Stunning You' is a new start-up planning to launch whole range of cosmetic items ranging from skin toners to make-up. These items will be made entirely from organic, herbal, and natural ingredients. Consider yourself as the marketing manager of this venture. Identify and briefly explain the appropriate Segmentation, Targeting and Positioning strategy of the firm for strategically launching the brand and its products in the Indian market.

**Question 2:** Discuss the orientations (perspectives) that companies may adopt towards marketing. Why does the marketing orientation reverse the selling perspective?

