

- Q. 4. Answer in detail (Any Two) (20)**
1. Explain Marketing Mix
 2. Discuss Product Life Cycle stages.
 3. Explain Process of New Product Development
 4. Describe PRICE: Meaning, Importance and Pricing objectives,

- Q. 5. Case study (15)**
- BlinkIt, a rising star in the competitive food delivery and discovery industry, has strategically developed a dynamic marketing mix to establish its presence and thrive in the market. With a focus on innovation and customer-centricity, BlinkIt offers a seamless platform that integrates food discovery, ordering, and delivery, elevating the overall user experience.

BlinkIt prioritizes product innovation to meet evolving consumer demands. Their user-friendly app provides intuitive navigation, personalized recommendations, and real-time updates on order status, enhancing convenience and satisfaction for users.

BlinkIt's pricing strategy is designed to provide value and affordability to both customers and restaurant partners. They offer competitive commission rates for restaurants, ensuring profitability while maintaining attractive pricing for customers through discounts, cashback offers, and loyalty programs.

Leveraging strategic partnerships and technology, BlinkIt ensures extensive geographic coverage, offering diverse dining options to customers across various markets, including urban and rural areas. Their focus on accessibility and convenience drives customer engagement and loyalty.

BlinkIt employs a multi-channel marketing approach to amplify brand visibility and engagement. Digital advertising, social media campaigns, and influencer partnerships are leveraged to reach a broad audience and drive customer acquisition. Their promotional efforts highlight BlinkIt's unique features, enticing offers, and commitment to customer satisfaction.

BlinkIt prioritizes employee training and support to ensure service excellence and operational efficiency. By investing in employee development and fostering a people-centric culture, BlinkIt maintains high service standards and strengthens relationships with restaurant partners, ultimately enhancing the overall user experience.

: BlinkIt utilizes innovative technology and streamlined processes to ensure operational efficiency and reliability. Their advanced order management system and efficient delivery network enable accurate order fulfillment and timely deliveries, contributing to a seamless and hassle-free customer experience.

Question

1. How does BlinkIt prioritize product innovation to enhance the user experience? Provide examples of features implemented in their user-friendly app.
2. Explain how BlinkIt's adaptive pricing strategy ensures value and affordability for both customers and restaurant partners. Discuss the various components of their pricing strategy and how they contribute to maintaining competitiveness in the market.
3. Describe BlinkIt's approach to achieving extensive geographic coverage. How do strategic partnerships and technology enable BlinkIt to offer diverse dining options across urban and rural areas?