

Ans-1 essay sample

[Business, Company](#)



Essay Questions

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Marketing is itself a broad thing in total which is quite essential in the current state of the organizations (Burrow, 2008). The functions and aspects of marketing management could not be derailed from any standpoint because the entire bread and butter of the companies lies in this particular thing altogether. The main perspective of this assignment is to answer two different questions relate to marketing management.

- IRS stands for Internal Revenue Service which is about the limited liability company. The value of IRS is extremely blurred in the eyes of the Americans because of the lower brand image (Jones, 2012). We want to create such a brand image in the minds of the customers, that whenever they hear the name of the IRS they think would think about the paying of taxes for the country.

- The slogan for the same service would be ‘ A Complete and Perfect Solution for taxation issues”

- Television is one of the most important things from the standpoint of retaining and enhancing the brand image of a product in total. It is extremely important to design a perfect TV commercial, which would be required to enhance the recognition of the company as far as generating net income of the company is concerned and to enhance the revenue services as well (Kevin Lane Keller, 2012). The commercial should be like raw materials, roofs, and houses, and Army officials and government officials are having

effective times when citizens will pay the taxes easily. The commercial add should have been shown that the fringe benefits which could be found by giving taxes to the government. Apart from that, the strength of the government would also enhance accordingly with the help of different tax base provisions.

- The nations needs you, the nation needs you to pay your taxes quickly so we can eradicate all the bad things from the nation by strengthening our Army with efficacy and with positive inclination. Will you assist your nation?

References

Burrow, J. L. (2008). Marketing. New York: Cengage Learning.

Jones, K. (2012). Saved by the IRS: A True Story. Chicago: Tate Pub & Enterprises Llc.

Kevin Lane Keller. (2012). Brand Synthesis: The Multidimensionality of Brand Knowledge. Journal of Consumer Research, Inc. , 595-599

Ans-2

McDonalds and Boeing are two different companies which have an initial origin of the United States of America (USA). Both of the companies have strong recognition in this particular country and have effective image in the European based companies as well. There are basically two different questions that needed to be analyzed in this particular provision in total. Answering both of the questions is important from the standpoint of this aspect.

2. 1. There are certain advantages by having the US as a country of origin of these companies like, the biggest advantage is the US is the biggest market and industry in terms of consumer based products and also a big name in

the Boeing industry as well, but the biggest disadvantage is that most of the Muslim countries don't like to prefer US based companies to have their recognition in their own jurisdiction, which may be the biggest disadvantage for them in total, as it may derail the momentum of the company and would also decrease down the level of revenues in total (Moskowitz, 2012).

However, thinking like this would not be a wise decision and both of these companies should educate the people of these countries to completely repel its utilization.

2. 2 They should focus and emphasize to eliminate this menace to spur the growth of their company. Muslim countries are highly consumed based countries which may be effective for them in their future and both McDonalds and Boeing ignore them. They have to focus on them entirely because it is a matter of enhancing the revenue of the company and mitigating the expense accordingly, along with recognizing the brand in all over the world.

References

Howard R. Moskowitz, P. J. (2012). Sensory and Consumer Research in Food Product Design and Development. Chicago: John Wiley & Sons.