

- 5 Aditya Ltd has been engaged in the electronics industry since last 20 years. It mainly deals T.V., computer, refrigerator, washing machine, D.V.D. etc. Due to acute competition in the industry since last 3 years. Its sales of all products has continuously been decreasing. It has a market all over the country. To maintain the position in the market in face of decreasing sales has been on going. Concern of the marketing manager. The company devotes appropriate efforts. 14

Questions :

- (1) Discuss the causes of decline in the sale.
 - (2) Which strategy will you adopt as a marketing manager to maintain the position in the market ? Why ?
-