



Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) – 201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2019-21)
MID TERM EXAMINATIONS (TERM - I)

Subject Name : **Marketing Management-I**
Sub. Code: **PG-02**

Time: **01.30 hrs**
Max Marks: **20**

Note:

1. Writing anything except Roll Number on question paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.
2. All questions are compulsory in Section A, B & C. Section A carries 1 Case Study of 8 marks. Section B carries 3 questions of 2 marks each and Section C carries 2 questions of 3 marks each.

SECTION - A

04+04 = 08 Marks

Q1) Case Study

The curious case of two bananas: #RahulBoseMoment brought Mother dairy, Oyo Rooms, Ola, Policybazaar and many others cash in on their A-game to social media with most-witty marketing campaigns as mentioned below:



Questions:

- a) Five star hotels are known to charge such premium charges for the most basic things, was the Rahul Bose moment was just to gain more popularity and media attention or can we consider it as beginning of change in the pricing policies?
- b) How brands are making the most of Rahul Bose's banana moment?

SECTION - B

02×03 = 06 Marks

Q. 2: 'Mobile becomes the technology platform for several services'. Take one particular service where mobile has become the technology platform and elaborate.

Q. 3: Xiaomi is now playing in the premium segment with the brand K20, what could be the contours of the new marketing strategy when they have a very stiff competition from One plus who has set up themselves as a leader in the premium segment. Discuss.

Q. 4: Swaraj Mazda wants to procure tyres from MRF, highlight any five differences between B2B and B2C marketing?

SECTION - C

03×02 = 06 Marks

Q. 5. “Marketing begins before production and ends after production”. Discuss

Q. 6. Enumerate the variables that you would use in segmenting the market for the following products and why?

- a) Water Purifier
- b) Induction Cook top
- c) Caravan -Music