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POST GRADUATE DIPLOMA IN MANAGEMENT (2021-23)
MID TERM EXAMINATIONS (TERM-I)
Academic Session- 2021-22

Subject Name: **Marketing Management-I**Time: **01.30 hrs**Sub. Code: **PG-02**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****Q. 1: Case Study: Case based question:**

Tata Sons has emerged the top bidder for Air India, raising hopes for a take-off of the salt-to-software giant's civil aviation ambitions. While the Centre is yet to take a final decision on the bid, multiple sources told the publisher that the Tata Group's offer is higher than that made by Spice Jet promoter Ajay Singh, who had bid in his individual capacity.

While Bloomberg reported that Tata Sons has won the bidding process. If the Tatas win the bid, the airline would have come a full circle, as Air India was started by JRD Tata before it was taken over by the government.

Tough task ahead

But aviation industry watchers feel it won't be easy even for the Tatas to turn around the debt-laden carrier though synergies will emerge with the Group's companies. Tatas will need to put in thousands of crores in capital to clean up the balance-sheet, pay the airline's liabilities, fix the many issues and then grow it to bring it to a point where it can be a meaningful global player, they say.

“To be fair, Air India has good assets, infrastructure, slots, and bilateral agreements. If they win the bid, Tatas will get access to the top-notch MRO infrastructure of Air India and its real estate. The Tatas have companies like Tata Engineering, Taj Sats, and IHCL that can benefit with Air India becoming a group entity. It looks like the Tatas are in the lead right now, and the “prodigal airline returns to its original founders. This will be one of the biggest acquisitions in India.

The civil aviation industry in India has emerged as one of the fastest growing industries in the country during the last three years. India has become the third largest domestic aviation market in the world and is expected to overtake UK to become the third largest air passenger* market by 2024.

MRO-Maintenance Repair and Operations

IHCL-Indian Hotels Company Limited

Questions- (Assume the deal is finalized)

Q. 1 A. Do the environmental scanning for TATA in Civil aviation Industry by using PESTLE Model.

Q. 2 B. Suggest suitable STP strategies that TATA should adopt?

SECTION– B

02×03 = 06 Marks

- Q. 2: Differentiate between Marketing and Sales and explain the relation between the two.
- Q. 3: Explain **Marketing Myopia** with suitable examples of industries/corporations failing to adapt new ways to meet old needs?
- Q. 4: Customers perceive the Tanishq jewelry brand to be very high priced, while the reality is quite the opposite as Tanishq offers jewelry that suits every budget also. Explain the kind positioning error in this with justification.

SECTION– C

03×02 = 06 Marks

- Q.5: Compare and contrast between Niche and Individual marketing with suitable examples.
- Q. 6: Enumerate the variables that you would use in segmenting the market for the following Products and why?
- a) Sensodyne tooth paste
 b) Max Life Term Plan
 c) Amazon Prime

Mapping of Questions with Course Learning Outcome

COs	Question Number(s)	Total Marks Allocated to the CO
CO1	Q2,Q3,Q5	7
CO2	Q4, Q6	5
CO3		
CO4	Q1A, Q1B	8