



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

POST GRADUATE DIPLOMA IN MANAGEMENT (2021-23) END TERM EXAMINATION (TERM -I)

Subject Name: Marketing Management

Time: 02.30 hrs

Sub. Code: PG12

Max Marks: 40

Note:

All questions are compulsory. Section A carries 5 marks: 5 questions of 1 marks each, Section B carries 21 marks having 3 questions (with internal choice question in each) of 7 marks each and Section C carries 14 marks one Case Study having 2 questions of 7 marks each.

SECTION – A

Attempt all questions. All questions are compulsory.

1×5 = 5 Marks

Q. 1 (A): Explain Conglomerate diversification with suitable example.

Q. 1 (B): Explain Product line and Product Consistency.

Q. 1 (C): Explain the difference between Goods Vs Services on the ground of Perishability.

Q. 1 (D): Suggest a way marketers can reduce Cognitive Dissonance.

Q. 1 (E): Explain Customer Perceived Value.

SECTION – B

All questions are compulsory (Each question has an internal choice. Attempt any one (either A or B) from the internal choice)

7 x 3 = 21 Marks

Q. 2: (A). You are planning your vacation and want to book a hotel. Explain all the steps involved in this Purchase decision process. You can take suitable assumptions.

Or

Q. 2: (B). Customer value is summarized as ‘the be all and the end all’ of business activity; the only purpose of all organizations, all business enterprises. In this light describe the steps involved in value delivery process taking suitable examples also explain the types of customer values.

Q. 3: (A). Think of a business you want to start and draft a STP and Marketing Mix strategy for the Product or Services to be offered.

Or

Q. 3: (B). Explain the brand positioning of a detergent power of your choice. Describe the emotional value associated with this detergent powder?

Q. 4: (A). Take a company of your choice and draft a BCG matrix for the same with justification. You can take either different verticals of the company or various products of the company for this purpose.

Or

Q. 4: (B). Explain the 5 Gaps of Service Gap model assuming a suitable service of choices.

SECTION - C

Read the case and answer the questions

7×02 = 14 Marks

Q. 5: Case Study:

Covid-19 inventions: Mera Juice Hai Japani

For Nimish Dwivedi (In a leadership role in financial services, based in Vietnam), It is always a welcome post lunch routine. After a hectic morning of business reviews, attempts to resolve multiple unforeseen crises and abortive efforts to solve some insuperable issues, lunch happens. A post lunch stroll to the convenience store, chatting and simply shooting the breeze on business challenges. The walk and talk routine fortifies a group of us for the rest of the work day ahead. The walk inevitably ends at a convenience store where some post lunch yoghurt, juice or coffee is bought and consumed to recharge our drained batteries.

After Vietnam managed the covid crisis exceedingly well and work from the office commenced, this routine of post lunch walks to the convenience store continued. And as he entered our standard convenience store seeking perhaps a new yoghurt flavour or to assess if anyone could be tempted to go for a choco bar or an ice-cream instead of just yoghurt, the shelves had a surprise in store.

A green looking yoghurt drink bottle which mentioned that it strengthened the antiviral immune system piqued my interest. It was from Kirin Japan and the variant was called IMUSE which I assume stands for ImMUne System Enhancement perhaps. Foods containing probiotics such as yoghurt have been universally acknowledged to improve gut as well as overall health. But, this is the first time a yoghurt drink has probably developed its own exclusive strain of probiotics which has anti-viral properties too. On checking further he noticed that Kirin had extensive research findings on its site about how this particular strain of Lactococcus Plasma was discovered to have an effective antiviral defence mechanism.

Naturally, IMUSE the lemon flavoured yoghurt became our favourite afternoon drink. And he discovered the power of applying almost a pharmaceutical lens in the normal drinks category to create an extremely relevant product for today's unprecedented times. Kirin meanwhile has extended this IMUSE range of its proprietary probiotic Lactococcus Lactis Strain Plasma from yogurt to also water creating a sugar and calorie free drink that can be consumed daily. It is also developing another proprietary strain of Lactic Acid Bacteria that will fight eye fatigue caused due to excess usage of smartphones and computers. Another real need being addressed.

In the Indian context, while the likes of Hajmola digestive candy have always been there, perhaps it's time for Indian beverage and confectionery companies to consider going a step further like Kirin and developing their own proprietary research based health enhancing formulations thereby adding a pharmaceutical lens to the standard beverages category in our country.

Now that we are living in the age of pandemics there is another product category that merits attention. From beverages and food to fiction. Science fiction.

Questions:

Q. 5: (A). Q1. Explain the real need that is being addressed by offering IMUSE. Identify and explain the type of customer value IMUSE offers?

Q. 5: (B). Imagine Amul Butter Milk (Chaas) with its own strain of proprietary probiotics that cools during summer, helps gut health and also has anti-viral properties. Sehat Waali Sehat Waali Thandak to stay cool and get both swad and swasthya this summer.

As a Product manager of Amul, Describe all the steps involved for this new product development process.

Mapping of Questions with Course Learning Outcome

Question Number	COs	Marks Allocated
Q. 1:	CO1	5 marks
Q. 2:	CO2	7 marks
Q. 3:	CO3	7 marks
Q. 4:	CO4	7 marks
Q. 5:	CO4	14 marks

Note: Font: Times New Roman, Font size: 12.