GL BAJAJ
Institute of Management & Research
Greater Noida
F I N D   Y O U R   S P A R K

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POST GRADUATE DIPLOMA IN MANAGEMENT (2024-25)
END TERM EXAMINATION (TERM -II)

Subject Name: **Marketing Management**	Time: **02.00 hrs**
Sub. Code: **PG22**	Max Marks: **40**

Note: All questions are compulsory. Section A carries 12 marks: 6 questions of 2 marks each, Section B carries 18 marks having 3 questions (with internal choice question in each) of 6 marks each and Section C carries 10 marks one Case Study having 2 questions of 5 marks each.

CO#	Course Outcomes	Bloom's Taxonomy
CO1	**Recall** core marketing concepts, including marketing orientations, customer needs, and the elements of the marketing mix.	L1
CO2	**Explain** the different marketing philosophies and consumer decision-making processes	L2
CO3	**Apply** environmental scanning tools such as PESTLE analysis and SWOT matrix to evaluate the internal and external factors influencing marketing strategies in a VUCA environment.	L3
CO4	**Analyze** market segmentation, targeting, and positioning strategies by utilizing demographic, geographic, psychographic, and behavioral criteria.	L4
CO5	**Evaluate** various pricing, product, and promotional strategies within the 4Ps and 7Ps marketing mix framework, and assess their alignment with consumer behavior and business objectives.	L5
CO6	**Develop** a strategic marketing plan incorporating emerging trends such as AI in marketing, sustainable marketing, and personalized marketing to address current market challenges.	L6

SECTION - A

Attempt all questions. All questions are compulsory.   **2×6 = 12 Marks**

Questions	CO	Bloom's Level
Q. 1: (A). Why do companies consider the 4Cs model with the 4Ps in the Marketing Mix and explain benefits of effective implementation of 4Ps in Marketing Mix.	CO1 and CO2	L1 and L2
Q. 1: (B). What are the differences between the selling concept and the marketing concept?		
Q. 1: (C). What is the relationship between products, value, and satisfaction in meeting consumer needs?		
Q. 1: (D). How does **Amazon or Netflix** simplify the "information search" stage in the consumer decision-making process through its reviews and recommendations?		
Q. 1: (E). How does Tata Motors reflect the societal marketing concept through its focus on sustainable mobility solutions like Tata Nexon EV?		
Q. 1: (F). Provide two examples of Strategies Marketer use to reduce cognitive dissonance of their customers.		

(Three questions each from CO1 & CO2)

SECTION – B

All questions are compulsory (Each question has an internal choice. Attempt anyone (either A or B) from the internal choice)   **6 x 3 = 18 Marks**

Questions	CO	Bloom's Level
Q. 2: (A). Tesla is a leading electric vehicle (EV) and clean energy company that has successfully used PESTLE and SWOT analyses to adapt its marketing strategies in a dynamic, VUCA environment. Apply SWOT analysis to select the most effective segmentation method when entering. a complex and ambiguous market? **Or** **Q. 2: (B).** QuickBite is a food delivery app that connects consumers with local restaurants, offering fast delivery and real-time order tracking. As demand for food delivery grows in urban areas, QuickBite is expanding its reach to more cities but faces competition from established players like Zomato and Swiggy. Conduct a **PESTLE analysis** for **QuickBite Food Delivery App.**	CO3	L3
Q. 3: (A). What is perceptual map used in developing a positioning strategy. How does Red Bull (Energy Drink) differentiated its messaging and positioning from other energy drink competitors targeting similar demographics. Illustrate perceptual mapping and develop a positioning strategy of a Red Bull by considering key dimensions (Price and Energy Boost). **Or** **Q. 3: (B).** Design a positioning statement (TAGLINE) for **EcoChic Apparel**, a sustainable fashion brand. EcoChic Apparel offers sustainable, stylish and ethical clothing options that empower consumer to look good while doing good for the planet. Unlike traditional fashion brands, EcoChic Apparel is committed to using 100% organic materials and promoting ethical manufacturing practices. **Create a Brand Logo also.**	CO4	L4
Q. 4: (A). Evaluate the use of penetration pricing vs. skimming pricing for a new online streaming service entering a saturated market. • Which strategy would be more effective in gaining market share and why? **Or** **Q. 4: (B).** QuickBurger is a drive-thru burger chain catering to busy families and individuals who value convenience and speed. The chain offers a simplified menu focused on classic burgers, fries, and milkshakes aims to expand its reach in suburban areas. **Design 4P's marketing mix strategy for QuickBurger.**	CO5	L5
SECTION - C		
Read the case and answer the questions **5×02 = 10 Marks**		
Questions	**CO**	**Bloom's Level**
Q. 5: Case Study: **Did AI take the fizz out of Coca-Cola's Xmas spirit?** **Economic Times – December 04, 2024**	CO6	L6

In an effort to modernize its marketing approach and connect with younger, tech-savvy audiences, Coca-Cola launched an AI-driven Christmas campaign. The brand utilized generative AI tools to create customized holiday-themed advertisements and social media content. The campaign allowed customers to design their own festive Coke labels and virtual greetings using AI-generated templates.

While the campaign garnered significant online engagement, some loyal consumers expressed disappointment. They missed the traditional human touch associated with Coca-Cola's iconic Christmas ads, such as the warm imagery of the Coca-Cola trucks, Santa Claus and nostalgic storytelling. Critics argued that while the campaign showcased innovation, it lacked the emotional connection and holiday cheer that the brand's previous campaigns had successfully delivered.

Coca-Cola faced the challenge of balancing innovation with tradition: leveraging AI to appeal to modern audiences while preserving its brand heritage and emotional appeal.

Questions:
Q. 5: (A). What are the potential risks of over-relying on AI in marketing for iconic brands like Coca-Cola? How can the brand mitigate these risks while leveraging AI's benefits?

Q. 5: (B). How can Coca-Cola design future campaigns that effectively blend traditional storytelling elements with modern AI-driven personalization to engage both loyal and new audiences?

Kindly fill the total marks allocated to each CO's in the table below:

COs	Question No.	Marks Allocated
CO1	Q.1 A,B and C	06
CO2	Q.1 D,E and F	**06**
CO3	Q.2	**06**
CO4	Q.3	**06**
CO5	Q.4	**06**
CO6	Q.5	10

(Please ensure the conformity of the CO wise marks allocation as per your TLEP.)

Blooms Taxonomy Levels given below for your ready reference:

L1= Remembering
L2= Understanding
L3= Apply
L4= Analyze
L5= Evaluate
L6= Create