

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

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

Subject Name: **Marketing Management**

Time: **01.00 hrs**

Sub. Code: **PG22**

Max Marks: **20**

Note: All questions are compulsory. Section A carries 04 marks, B carries 08 marks and Section C carries 08 marks.

Kindly write the all the course outcomes as per your TLEP in the box given below:

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.

4*1 = 4 Marks

	CO	Bloom's Level
Q. 1: (A). Briefly explain the relationship between marketing & sales? Q. 1: (B). Briefly explain Marketing Myopia giving a suitable example. Q. 1: (C). Differentiate between aspirational and reference groups with an example for each. Q. 1: (D) Write two ways in which "Legal" factor in PESTLE analysis impact businesses?	CO1	L1

SECTION – B

All questions are compulsory

4 x 2 = 08 Marks

	CO	Bloom's Level
Q.2 (A) Explain the Marketing Orientations adopted by Apple and P&G. Q.2 (B) Illustrate the Consumer decision making processes and Cognitive dissonance with appropriate examples of products.	CO2	L2

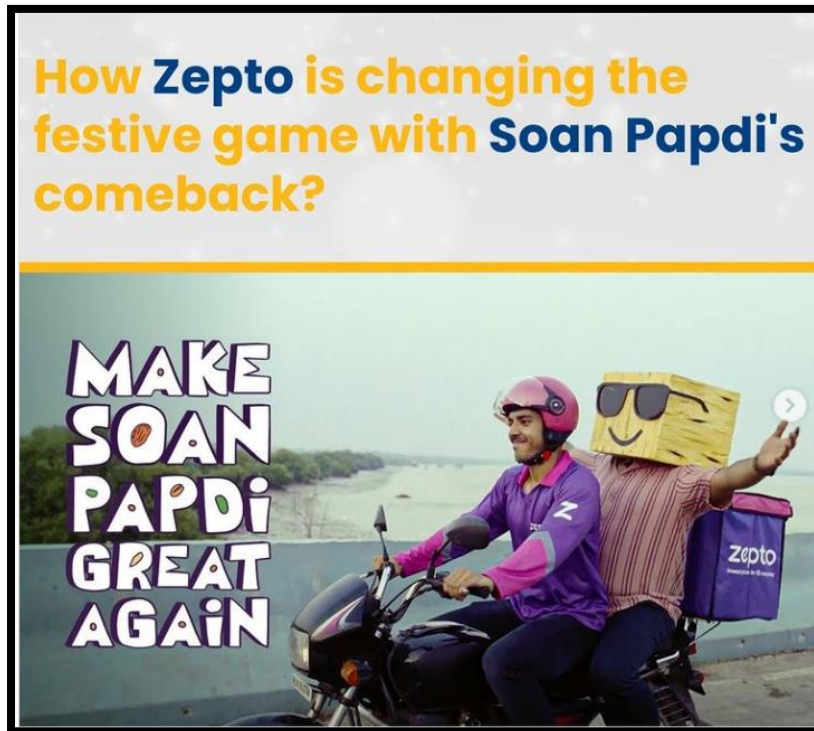
SECTION – C

Read the case and answer the questions

2×04 = 08 Marks

Questions	CO	Bloom's Level
	CO3	L3

Q. 3: Case Study: “Make SohanPapdi Great Again with Zepto”



1. Introduction

- **Background on SohanPapdi:** Traditionally popular during festive seasons, SohanPapdi often has a nostalgic association but lacks year-round appeal, especially among younger demographics.
- **Objective:** Zepto aims to revitalize SohanPapdi as a sought-after snack by rebranding it as an everyday indulgence while preserving its cultural essence.

2. Zepto's Market Context

- **Target Audience:** Urban, tech-savvy customers who prioritize convenience and quality.
- **Core Value Proposition:** Zepto's promise of ultra-fast delivery (10-20 minutes) and diverse product offerings make it a great platform to introduce reinvented products.
- **Opportunity:** Leverage Zepto's reach and fast delivery to make traditional items like SohanPapdi accessible and appealing.

3. Market Research and Insights

- **Consumer Trends:** Increasing demand for healthier, unique, and artisanal versions of traditional sweets.
- **Competitive Analysis:** Explore existing competitors in the Indian sweets segment, including Haldiram's and Bikaji.
- **Pain Points with SohanPapdi:** Often perceived as seasonal, overly sweet, and old-fashioned. Potential freshness concerns during delivery.

4. Product Strategy

- **Revamping SohanPapdi:** Introduce new flavors (e.g., chocolate, pistachio, mango) or healthier versions (e.g., low-sugar, organic).

- **Innovative Packaging:** Modern, eco-friendly, resealable packaging that appeals to younger consumers and keeps the product fresh.
- **Size Options:** Offering smaller, single-serving packs for easy snacking on-the-go.

5. Branding and Positioning

- **Tagline and Slogan:** "Make SohanPapdi Great Again" – a playful, nostalgic campaign that encourages consumers to rediscover the snack.
- **Storytelling:** Promote SohanPapdi as a "timeless classic reimaged," tapping into emotions of nostalgia while emphasizing the new twist.
- **Targeted Campaigns:** Use Zepto's platform to run geotargeted ads that capture the attention of urban, young professionals.

6. Integrated Marketing Campaign

- **Social Media Strategy:**
 - Engage influencers to promote SohanPapdi in a modern light, sharing recipes or pairing ideas.
 - Collaborate with food bloggers to create trending recipes using SohanPapdi as a versatile ingredient.
- **Digital Marketing:**
 - Run social media ads on Instagram, Facebook, and Snapchat focusing on the product's reinvention.
 - Gamify the experience, e.g., virtual challenges, and win free SohanPapdi deliveries.
- **Customer Engagement:**
 - Seasonal campaigns for Diwali, Raksha Bandhan, and Holi.
 - Special discounts or loyalty points for repeat purchases.

7. Supply Chain and Distribution

- **Quality Control:** Partner with local, quality-assured manufacturers to ensure freshness, flavor consistency, and timely supply.
- **Fulfillment:** Zepto's quick delivery ensures freshness, making SohanPapdi a treat that can be delivered fast and fresh.

8. Metrics for Success

- **Sales Growth:** Track sales increase, especially around festive seasons and post-campaign launch.
- **Customer Feedback:** Gather real-time reviews and ratings on Zepto's platform.
- **Market Penetration:** Measure how well SohanPapdi reaches different urban demographics.

9. Potential Challenges

- **Changing Consumer Perception:** Convincing younger audiences to see SohanPapdi as a trendy snack.
- **Managing Freshness:** Ensuring product quality during transit and delivery.

10. Conclusion

- **Impact on Traditional Snacks:** If successful, this campaign could set a precedent for reinventing other traditional Indian snacks.

- **Long-Term Strategy:** Expand product variations and integrate SohanPapdi into Zepto's permanent product offerings.

Questions:

Q. 5: (A).How would a PESTLE analysis help Zepto identify key external factors (Political, Economic, Social, Technological, Legal, and Environmental) that could impact the rebranding of SohanPapdi as an everyday snack, particularly in appealing to the younger, urban demographic?

Q. 5: (B).Using a SWOT analysis, what are some potential internal strengths and weaknesses Zepto should consider when introducing a rebranded SohanPapdi and what external opportunities and threats could impact the campaign's success?

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

COs	Marks Allocated
CO1	4 Marks
CO2	8 Marks
CO3	8 Marks

Blooms Taxonomy Levels given below for your ready reference:

L1= Remembering

L2= Understanding

L3= Apply

L4= Analyze

L5= Evaluate

L6= Create