

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

**POST GRADUATE DIPLOMA IN MANAGEMENT (2025-27)
END TERM EXAMINATION (TERM -II)**

Subject Name: **Marketing Management**

Time: **02.00 hrs**

Sub. Code: **PG202**

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.

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

| CO# | Statement of Course Outcomes | Bloom's Taxonomy |
|------|---|------------------|
| CO-1 | Describe core marketing concepts, orientations, elements of marketing and the value delivery process. | Understand: L1 |
| CO-2 | Interpret consumer psychology, decision-making models like the Black Box Model and their implications in marketing. | Understand: L1 |
| CO-3 | Analyze business environment scanning, segmentation, targeting, positioning strategies, and strategic tools (SWOT, PESTLE, Porter's Five Forces). | Analyze: L2 |
| CO-4 | Apply marketing mix strategies (Product, Price, Place, Promotion) using McCarthy's 4Ps and Lauterborn's 4Cs frameworks. | Apply: L4 |
| CO-5 | Evaluate pricing methods, channel strategies and promotional tools to address different market dynamics. | Evaluate: L5 |
| CO-6 | Formulate product mix strategies, manage product life cycle stages, and develop a business plan incorporating new product development processes. | Create: L6 |

SECTION - A

Attempt all questions. All questions are compulsory.

2×6 = 12 Marks

| Questions | CO | Bloom's Level |
|--|---|---------------|
| <p>Q. 1: (A). An e-commerce platform personalises product recommendations based on browsing history. Which core marketing concept related to consumer psychology is being applied here?</p> <p>Q. 1: (B). "GreenWear," a sustainable apparel startup, states it follows the "value delivery process" but starts its strategy by first designing clothes and then finding customers. Which step of the value creation/delivery sequence is being compromised, and what is the potential risk?</p> <p>Q. 1: (C). What did Theodore Levitt mean by 'Marketing Myopia'? Explain with the help of example.</p> <p>Q. 1: (D). How does Royal Enfield's focus on leisure-oriented and lifestyle riders illustrate the concept of niche marketing?</p> <p>Q. 1: (E). A home-baker observes that customers who buy cupcakes for birthdays spend more time comparing flavours and designs than those buying</p> | <p>CO1 (A-C)</p> <p>CO2 (D-F)</p> | |

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|---|--|--|
| <p>Background: FreshFizz is a startup planning to launch a healthy sparkling beverage targeting urban millennials in India. The startup plans 3 SKUs: Mango, Lemon and Berry flavors. The projected unit cost per bottle is ₹25, expected selling price per bottle is ₹40. Initial production capacity is 50,000 bottles/month and marketing budget is ₹10 lakh/month. Market research shows:</p> <ul style="list-style-type: none"> • Target segment size: 1,00,000 consumers in Tier-1 cities • Expected trial rate: 20% in the first 6 months • Expected repeat purchase: 50% of trial users <p>Fresh Fizz plans to expand into Tier-2 cities after 12 months and is considering launching a sugar-free variant in the second year.</p> <p>Questions:</p> <p>Q. 5: (A). Formulate a product mix strategy for Fresh Fizz (width, depth, and consistency) and outline which product life cycle stage each SKU is likely to be in during the first year. Use the quantitative data provided (target segment size, trial rate, repeat purchase) to estimate potential sales and revenue per SKU in the first 6 months.</p> <p>Q. 5: (B). Develop a business plan framework for introducing the sugar-free variant in the second year. Include steps of the new product development process (idea generation, screening, concept testing, product development, test marketing, commercialization) and provide a quantitative forecast:</p> <ul style="list-style-type: none"> • Expected trial: 15% of existing user base • Repeat purchase: 60% • Selling price: ₹45 • Estimated monthly revenue for first 6 months after launch <p>(Entire Sec C to be assigned one CO. Both questions corresponding to the same CO)</p> | | |
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Kindly fill the total marks allocated to each CO's in the table below:

| COs | Question No. | Marks Allocated |
|-----|------------------|-----------------|
| CO1 | Q.1 (A-C) | 6 |
| CO2 | Q.1 (D-F) | 6 |
| CO3 | Q.2 A and B | 6 |
| CO4 | Q.3 A and B | 6 |
| CO5 | Q.4 A and B | 6 |
| CO6 | Q.5 A and B | 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**