



Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306
POST GRADUATE DIPLOMA IN MANAGEMENT (2024-26)
MID-TERM EXAMINATION (TERM -I)

Subject Name: MARKETING MANAGEMENT

Time: 01.00 hrs

Sub. Code: PGM 202

Max Marks: 20

Note:

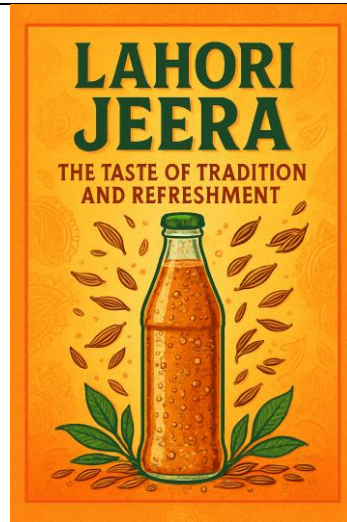
All questions are compulsory. Section A carries 04 marks, Section B carries 08 marks, and Section C carries 08 marks.

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

CO1- Recall and explain core marketing concepts, orientations, and consumer psychology, including the Black Box Model. (L2 and L1)

CO2- Identify and describe segmentation bases, targeting strategies, and positioning concepts; apply SWOT, PESTLE, and strategic frameworks to analyse market environment. (L1, L2, L3)

<u>SECTION - A</u>		
Attempt all questions. All questions are compulsory.		4*1 = 4 Marks
	CO	Bloom's Level
Q. 1: (A). What is 'Marketing Myopia'? Explain with an example. Q. 1: (B) What does SWOT stand for? Explain each component with one example. Q. 1 (C) Define marketing in your own words. How is it different from selling? Q. 1 (D) Describe 4Ps of the Marketing Mix with suitable brand examples. .	CO1	(L2 and L1)
<u>SECTION – B</u>		
All questions are compulsory		2 x 2 = 04 Marks
	CO	Bloom's Level
Q. 2 “ZIYA” Fashion is a mid-sized apparel brand planning to launch a new line of eco-friendly casual wear targeted at young adults in urban areas. As a marketing manager, you are tasked with applying the STP framework to develop a marketing strategy for this new product line. 1. Identify two key market segments that “ZIYA” Fashion should consider . 2. Propose a clear positioning statement that “ZIYA” Fashion could adopt for its eco-friendly casual wear.	CO2	L3, L4
<u>SECTION – C</u>		
Read the case and answer the questions		2×06 = 12 Marks.
Questions	CO	Bloom's Level
Q. 3: Case Scenario: Lahori Jeera—Indian Flavoured Beverage Brand	CO3	L5



Lahori Jeera is a rapidly growing Indian beverage company specialising in traditional flavoured drinks, particularly its signature jeera (cumin) soda. Marketed as a nostalgic and refreshing product, Lahori Jeera is widely available in retail outlets, street shops, and online platforms across India and in several export markets. The brand is popular for capturing traditional Indian tastes while maintaining affordability. However, as health-consciousness grows, competition intensifies from both regional players and multinational beverage giants, introducing local flavours, and government scrutiny of sugar levels in soft drinks also increases.

Discussion Questions:

- Q. 3 A** Based on the case, identify the strengths and weaknesses of Lahori Jeera. Explain how each strength could influence the brand's growth in the Indian beverage market.
- Q. 3 B** Identify one opportunity and one threat facing Lahori Jeera. Suggest a specific action the company could take to capitalise on the opportunity or respond to the threat.

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

COs	Marks Allocated
CO1	4 Marks
CO2	2* 2 ..4Marks
CO2	12 Marks

Bloom's Taxonomy Levels are given below for your ready reference:

L1= Remembering

L2= Understanding

L3= Apply

L4= Analyze

L5= Evaluate

L6= Create