



Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306
POST GRADUATE DIPLOMA IN MANAGEMENT (2025-27)
MID-TERM EXAMINATION (TERM -II)

Subject Name: MARKETING MANAGEMENT

Time: 01.00 hrs

Sub. Code: PG-22

Max Marks: 20

Note:

All questions are compulsory. Section A carries 04 marks, Section B carries 06 marks, and Section C carries 10 marks.

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

CO1- Describe core marketing concepts, orientations, elements of marketing and the value delivery process.. **(L2 andL1)**

CO2- Interpret consumer psychology, decision-making models like the Black Box Model and their implications in marketing. **(L1, L2,L3)**

CO3- Analyse business environment scanning, segmentation, targeting, positioning strategies, and strategic tools (SWOT, PESTLE, Porter’s Five Forces). **(L2)**

CO4- Apply marketing mix strategies (Product, Price, Place, Promotion) using McCarthy’s 4Ps and Lauterborn’s 4Cs frameworks.**(L4)**

CO5- Evaluate pricing methods, channel strategies and promotional tools to address different market dynamics.**(L5)**

CO6- Formulate product mix strategies, manage product life cycle stages, and develop a business plan incorporating new product development processes.**(L6)**

SECTION - A

Attempt all questions. All questions are compulsory.

4*1 = 4 Marks

	CO	Bloom’s Level
<p>Q. 1: (A). A leading soft drink company focuses on aggressive advertising and discounts to sell more of its existing cola range. Identify the marketing orientation this reflects and explain the risk it carries.</p> <p>Q.1: (B). Define Marketing Mix with the help of any brand.</p> <p>Q.1 (C) Describe 4Ps abd 4Cs model framework of the Marketing Mix with suitable brand examples.</p> <p>Q.1(D) Describe “Cognitive Dissonace” and suggest ways how marketers can reduce it.</p>	CO1	(L2 andL1)

SECTION – B

All questions are compulsory

3 x 2 = 06 Marks

	CO	Bloom’s Level
<p>Q. 2. "How can a retailer like 'FreshMart' use insights from impulse buying behavior to strategically design in-store product placements and increase sales? Illustrate your answer by explaining the placement of specific product types such as snacks or seasonal items near checkout counters or aisle ends."</p> <p>Q. 3. A detergent brand notices that even after offering steep discounts, consumers still prefer the market leader. Why might price cuts not change the consumer’s response? What psychological factors may override price stimuli? (Black Box Model)</p>	CO2	L3, L4

<u>SECTION – C</u>		
Read the case and answer the questions	2×05 = 10 Marks.	
Questions	CO	Bloom's Level
<p>Q. 3: Caselet: "ArtisanAura – Crafting a Niche in Home Décor"</p> <p>ArtisanAura is a digital-first startup that sources handcrafted, sustainable home décor items (like pottery, handloom cushions, and bamboo lamps) directly from rural artisans across India. It sells primarily through its website and pop-up stores in metropolitan areas.</p> <p>The brand targets urban millennials and Gen Z (aged 25-40) with high disposable incomes, who value authenticity, sustainability (eco-friendly materials), and storytelling behind products. Their value proposition is "Ethical Luxury – Every piece has a story."</p> <p>The market is fragmented. Competition includes large e-commerce platforms (Amazon, Flipkart) offering mass-produced decor, a few high-end designer boutiques, and other sustainable brands. Recent government initiatives promoting "Vocal for Local" and handicrafts provide a favorable policy environment. However, challenges include inconsistent artisan supply, high logistics costs for fragile items, and the need to educate consumers on the premium pricing justified by craftsmanship.</p> <p>Q. 3: (A). Using Porter's Five Forces framework, analyze two (2) of the most significant competitive forces shaping ArtisanAura's industry attractiveness. Explain their implications.</p> <p>Q. 3: (B). The founders want to focus their efforts for maximum impact. Recommend a Targeting Strategy (from the five patterns) for ArtisanAura. Justify your choice based on the case details. Further, suggest a core Positioning Statement that would effectively communicate their chosen position to the target segment.</p>	CO3	L5

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

COs	Marks Allocated
CO1	4 Marks
CO2	3* 2 ..6Marks
CO3	2*5---10 Marks

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

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