



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 04 marks, and Section C carries 12 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 analyses 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 does the term 'value' mean in marketing? Illustrate your answer with an example from your own purchase experience. Q.1 B. What are the different types of marketing orientations? Suggest an example of each. Q.1 C. Explain the difference between needs, wants, and demands with suitable examples. Q.1 D. Mention internal factors of the buyer's Black Box that may influence purchase behavior, and give a quick example of any 2.	CO1	(L2 and L1)
<u>SECTION – B</u>		
All questions are compulsory		2 x 2 = 04 Marks
	CO	Bloom's Level
Q2 <i>FreshSip Beverages</i> is a small start-up that produces cold-pressed fruit juices. Recently, they noticed that many customers were shifting from aerated drinks to healthier options. To attract them, FreshSip launched a new range of sugar-free juices and promoted them through Instagram ads and free samples at local supermarkets. Several customers tried the samples, checked online reviews, and purchased the juices. Some later posted their feedback on social media. Q A. (2 marks): Identify two stages of the consumer decision-making process reflected when customers tried the free samples and checked online reviews. Q B. (2 marks): Which stage of the consumer decision-making process is reflected when customers posted feedback on social media? Explain briefly.	CO2	L3, L4
<u>SECTION – C</u>		
Read the case and answer the questions		2×06 = 12 Marks.
Questions	CO	Bloom's Level

<p>Q. 3: Caselet: Tata Consumer's Silent Revolution in the Breakfast Bowl</p> <p>In 2021, Tata Consumer Products Ltd. acquired a controlling stake in Soulfull, a Bengaluru-based start-up that had been experimenting with Indian millets to create breakfast and snack items. While most urban consumers were still hooked on cornflakes and processed snacks, this small brand had begun carving out a niche using age-old grains like ragi and jowar.</p> <p>After the acquisition, the brand—now called Tata Soulfull—quietly started appearing in urban grocery stores, food delivery apps, and even on digital ads showcasing children enjoying ragi bites and office-goers blending grain-based protein shakes. The packaging was revamped to be fun and relatable, blending earthy elements with modern aesthetics.</p> <p>What made the move interesting was the company's decision not to push the brand as just "healthy" but to connect it with a sense of rediscovery—of tradition, taste, and ease. In 2023, as the government pushed for greater adoption of millets during the International Year of Millets, the brand further accelerated its messaging.</p> <p>While the product gained traction among health-aware families and young professionals, the category itself has seen an influx of competition, and rising prices of raw materials have begun to pose challenges. Meanwhile, the brand has started testing expansion into semi-urban markets with more localized messaging.</p> <p>Discussion Questions: Question A (6 Marks) Based on the company's actions and communication approach, Identify the segmentation base used by Tata Soulfull and explain the targeting and positioning strategy? Question B (6 Marks) The company is growing in a fast-evolving space that is influenced by consumer trends, regulatory priorities, and supply challenges. Evaluate how such external and internal factors can shape its future direction, and suggest one strategic move the company could consider.</p>	CO2	L5
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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