

PGD (MM) Semester-2 Examination
Tactical Marketing

Time : 2-30 Hours]

April-2024

[Max. Marks : 70]

Q-1	What is 'Integrated Marketing Communication' (IMC)? What is the role of IMC in the marketing process?	14
Q-2	<p>Imagine you are a marketing consultant for a food delivery service. Develop a marketing research plan to understand the demand for your service in a new city. Include details about the methods you would use to gather data, such as surveys, focus groups, or analyzing competitors.</p> <p>Or</p> <p>Assume you are launching a new line of eco-friendly household products. Develop a consumer behavior analysis plan to understand the motivations and preferences of environmentally conscious consumers. Discuss the factors you would consider, such as lifestyle choices, values, and purchasing habits.</p>	14
Q-3	<p>You are the marketing manager for a fashion brand targeting millennials. Design a consumer behavior study to investigate the factors influencing millennials' purchasing decisions in the fashion industry. Include both quantitative and qualitative research methods.</p> <p>Or</p> <p>As the marketing director of a beverage company, outline a product and branding strategy to launch a new line of premium organic juices. Detail how you would differentiate the product from competitors, establish brand identity, and build brand equity among health-conscious consumers.</p>	14
Q-4	<p>"Within a very short span of time, Indian retail industry has become the most attractive, emerging retail market in the world". Enumerate the key factors that are driving growth in the organized retail market in India.</p> <p>Or</p> <p>New Product Development has many stages. At the end of each stage, business should make a decision, to continue to the next stage. Explain the stages.</p>	14
Q-5	What are the main Broadcast Media tools that are employed for communicating products / services of a company? Explain in detail about the Print, TV and Radio.	14