

## 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 style="text-align: center;"><b>Or</b></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 style="text-align: center;"><b>Or</b></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 <b>key factors</b> that are driving growth in the organized retail market in India.</p> <p style="text-align: center;"><b>Or</b></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