



# DELHI SCHOOL OF BUSINESS

By Vivekananda Institute of Professional Studies - TC

Delhi School of Business

PGDM (G) Program

MID-TERM EXAMINATION, September 2023

TERM – I (Batch: 2023-25)

Course Name	Marketing Management 1	Course Code	
Duration	1.5 Hours	Max. Marks	20

## Instructions:

1. All questions are compulsory.
2. Maximum word limit for each question is 300 words.
3. 5 marks are allotted to each question.

Q.1 Assume you have been hired into the marketing department of a major consumer products manufacturer, such as Nike. You are having lunch with some new colleagues in other departments—finance, manufacturing, and logistics. They are arguing that the company could save millions of dollars if it just got rid of the marketing department. Develop an argument that would persuade them otherwise.

(5 Marks) (CO 1, 2, 3)

Q.2 You have been hired as the marketing head of Tesla which is planning to enter the Indian market with its electric vehicle (Cars). CEO of the company has asked you to prepare a marketing plan for it and present a report. As a marketing head of Tesla, prepare a marketing plan for the approval by the CEO.

(5 Marks) (CO 1, 2,3,4)

Q.3 You recently were invited to a formal event at the home of the president of your university. You decide such an event warrants a completely new outfit. Describe the factors that might influence your purchase decision.

(5 Marks) CO 1,2,3)

Q.4 What are the major differences between the consumer buying process discussed and the B2B buying process? Use buying a desktop for personal use versus buying over 100 desktops for a firm to illustrate the key points.

(5 Marks) (CO 1,2)