



PGDM Program
END -TERM EXAMINATION, November 2023
TERM – 1 (Batch: 2023-24)

Course Name	Marketing Management 1	Course Code	
Duration	2.5 Hours	Max. Marks	40

Exam Instructions:

1. All questions are compulsory
2. Each question carries 10 marks
3. Maximum word limit for each answer is 400 words
4. Marks will be deducted for unreadable handwriting.

Q.1 You are consulting for a Kerala restaurant with strong brand recognition and loyalty that has many weekend customers; yet from Monday through Thursday, business is slow. Design a questionnaire to understand consumer behaviour, lifestyle, and eating habits on weekdays. Your objective is to identify and address marketing opportunities during the week.

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

Q.2 You are working as the marketing head for the electric vehicle division of Tata Motors. You have been given the responsibility of designing and developing the marketing strategy for the Electric Vehicles. How your marketing strategies will be influenced by the micro as well as macro environmental forces?

(10 Marks) (CO1,2,3,4)

Q.3 (a) Select an industry of your choice. Find out the competitors in that industry. Create a perceptual map based on the variables which are the most important according to you.



(b) From the following data, find out which segment is more profitable?

	Economy segment	Luxury segment
Segment size	75000	10000
Segment adoption percentage	10%	5%
Purchase behavior		
Purchase Price	INR 100	INR 500
Frequency of purchase	20 times	10 times
Profit margin percentage	50%	70%
Fixed cost	INR 200000	INR 300000
Segment profit	??	??

7300000

1450000

(10 Marks) (CO1,2,3)

(4) Select one product for each stage of PLC. Explain the reasons for considering the product in that specific stage of PLC. As a marketing manager, what will be your marketing strategy for each product selected by you?

(10 Marks) (CO1,2,3)