

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

**POST GRADUATE DIPLOMA IN MANAGEMENT (2022-23)
END TERM EXAMINATION (TERM -II)**

Subject Name: Strategic Marketing
Sub. Code:PG22

Time: **02.30 hrs.**
Max Marks: **40**

Note:

All questions are compulsory. Section A carries 5 marks: 5 questions of 1 mark each, Section B carries 21 marks having 3 questions (with internal choice question in each) of 7 marks each and Section C carries 14 marks one Case Study having 2 questions of 7 marks each.

Kindly write the all the course outcomes as per your TLEP in the box given below:

CO1: Understand and remember the strategic applications of marketing mixes
CO2: Apply the pricing strategies for the profit maximization
CO3: Examine distribution and promotion strategies to be adopted by different marketers
CO4: Develop the marketing plan based on internal and external environment to assess the strategic gaps in the organization
CO5: Analyze the contemporary issues and emerging trends in strategic marketing

SECTION - A

Attempt all questions. All questions are compulsory.

1×5 = 5 Marks


Questions	CO	Bloom's Level
Q. 1: (A). Differentiate between ATL, BTL and TTL with examples. Q. 1: (B). What is "Flank Attack"? Q.1: (C) Mention the channel levels used in the following products distribution. a) Cold Drink b) Luxury Goods Q. 1: (D). What are attack strategy options available in the market? Discuss any one with example. Q. 1: (E). Define ChatGPT and its impact on future marketing.	1	L1 & L2

SECTION – B

All questions are compulsory (Each question have an internal choice. Attempt any one (either A or B) from the internal choice)

7 x 3 = 21 Marks

Questions	CO	Bloom's Level
Q. 2: (A). Brand XYZ switched from a skimming strategy to a penetration strategy. What are the conditions under which such decision was made? Discuss. What elements of the marketing mix other than price would be involved? Or Q. 2: (B). Discuss Markup Pricing. A toaster manufacturer has the following costs and sales expectations Variable cost per unit - \$ 10 Fixed Costs - \$ 300,000 Expected Unit Sales – 50,000 Calculate Unit Cost. Assume that manufacturer wants to earn a 20% markup on sales. Calculate Manufacturer's markup price per unit.	CO2 CO2	L3 L3

<p>(internal choices with two questions corresponding to the same CO)</p> <p>Q. 3: (A). . The 5 Cs of channel member selection represent key components in the strategic distribution process. Apply the 5 Cs to the following products. A. School Supplies B. Sports Equipment</p> <p style="text-align: center;">Or</p> <p>Q. 3: (B). What are the Red Bull’s greatest competitive strengths as more companies (like Coca Cola, Pepsi and Monster) enter the energy drink category and gain market share? What are the risks of competing against such powerhouses?</p> <p>(internal choices with two questions corresponding to the same CO)</p> <p>Q. 4: (A). Explain the competitive strategies in the Growth Markets with suitable examples?</p> <p style="text-align: center;">Or</p> <p>Q. 4: (B).</p> <div style="text-align: center;">  </div> <p>Saregama launched the Carvaan Mobile, a keypad feature phone with 1500 preloaded Hindi songs and two screen sizes, priced Rs 2490 and Rs 1990 respectively. This is the first feature phone from the music brand that also sells Carvaan, a digital audio player with preloaded songs.</p> <p><i>Prepare promotion mix for the same.</i></p>	<p>CO3</p> <p>CO4</p>	<p>L5</p> <p>L6</p>
<u>SECTION - C</u>		
<p>Read the case and answer the questions</p>	<p>7×02 = 14 Marks</p>	
Questions	CO	Bloom’s Level
	CO5	L4

Q. 5: Case Study:

The possibilities of ChatGPT for marketing

OpenAI’s ChatGPT (GPT=Generative Pre-Trained Transformer) is the next level of conversational marketing tool which takes marketing customization and automation to a different plane.

The advent of AI driven Voice Assistants (AIVAs) transformed the nature of interaction that consumers had with marketers of brands and products. Apple’s Siri, Amazon’s Alexa and Google’s Google Assistant led the charge in this area and introduced humans to a new world of voice activated command protocols. There was a teething period with a lot of errors which happened and hampered the experience. But as ML and AI developed these became more refined. What makes ChatGPT the “almost perfect” companion for marketers? Many things actually. Firstly, ChatGPT is far more conversational than any other AI driven tool. This makes the customer experience aspect much more likeable, personable and friendly. Secondly, ChatGPT’s dialogue format helps it to handle follow-up questions exceptionally well. Thirdly, it can also admit its mistakes, counter incorrect assumptions and block inappropriate requests, unlike earlier versions.

ChatGPT can help marketers immensely in generating chatbot content, writing sale email campaigns, creating perfect social media copy and twitter threads, creating product description copy, writing up product features and benefits, developing marketing copy for a website, coming up with video scripts for a Youtube ad, generating PPC campaigns, and handling customer service queries...the list goes on.

Questions:

Q. 5: (A). What are the drawback and shortcomings of ChatGPT. Explain how it can empower every wannabe marketer as well as the expert marketer.

Q. 5: (B). The power of this new AI-ML-DL (Artificial Intelligence-Machine Learning-Deep Learning) platform is beyond our current imagination. It is surely a boon but can we prevent it from being a bane? Comment

Kindly fill the total marks allocated to each CO’s in the table below:

COs	Marks Allocated
CO1	5 Marks (Example)
C02	7 Marks
C03	7 Marks
C04	7 Marks
C05	14 marks

(Please ensure the conformity of the CO wise marks allocation as per your TLEP.)

Blooms Taxonomy Levels given below for your ready reference:

L1= Remembering

L2= Understanding

L3= Apply

L4= Analyze
L5= Evaluate
L6= Create