

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

**POST GRADUATE DIPLOMA IN MANAGEMENT (2023-25)
MID TERM EXAMINATION (TERM -IV)**

Subject Name: Integrated Marketing
Sub. Code: PGM 42

Time: **01.00 hrs**
Max Marks: **20**

Note:

All questions are compulsory. Section A and B carries 10 marks each: 2 questions of 5 mark each

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

- CO1-** Students will be able to understand and identify the various key elements of an integrated marketing communications program and Emerging Concepts and Issues in Marketing Communications.
- CO2-** Students will be able to develop the cognitive skills to enable the application of the above knowledge to business decision making and activities.
- CO3 -** Students will be able to apply an IMC approach with the help of Ethical Standard in the development of an overall advertising and promotion plan.
- CO4 -** Students will be able to analyze and evaluate effectiveness of overall Promotional Tools and Media.
- CO5 -** Students will be able to enhance their creativity, critical thinking, analytical ability through developing integrated marketing communication campaign.

SECTION - A

Attempt all questions. All questions are compulsory.

1×5 = 5 Marks

Questions

CO

Bloom's Level

CO1

L1 and L2

Caselet 1: "Zepto's Ultra-Fast Delivery Challenge"



Background: Zepto, a fast-growing player in the hyperlocal delivery market, promises to deliver groceries and essentials in under 10 minutes. While the company has seen rapid growth in urban markets, it faces challenges in

sustaining customer loyalty, managing high operational costs, and differentiating itself from competitors like Blinkit and Swiggy Instamart.

Objective: Zepto wants to enhance customer loyalty, increase order frequency, and optimize delivery costs while maintaining its unique positioning as the fastest delivery service.

Challenges:

1. **High Competition:** Competitors are offering similar delivery times and services, making differentiation difficult.
2. **Cost Efficiency:** The cost of maintaining a vast network of dark stores, delivery personnel, and infrastructure is high.
3. **Customer Retention:** Customers are price-sensitive and may switch to competitors for discounts or better offers.

IMC Strategy Considerations:

To address these challenges, Zepto is considering an IMC campaign with the following elements:

1. **Loyalty Programs:** Develop a rewards program that incentivizes repeat purchases and referrals.
2. **Personalized Digital Marketing:** Use data analytics to send personalized offers and notifications to customers.
3. **Community Engagement:** Partner with local communities to promote sustainable delivery practices and support neighborhood events.
4. **Brand Ambassadors:** Engage with micro-influencers and satisfied customers to spread positive word-of-mouth.

Questions: (10 Marks) CO1

1. How can Zepto use personalized digital marketing to differentiate itself from competitors in the crowded hyperlocal delivery market? Provide examples of tactics they could use.
2. What role could micro-influencers play in Zepto’s IMC strategy? How would you select and engage with the right influencers?

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CO2 L3 and L4

Caselet 2: "EcoClean: A New Start for a Sustainable Future"



Background:

EcoClean, a startup specializing in eco-friendly cleaning products, has recently launched a new line of biodegradable cleaning solutions for households and small businesses. The company prides itself on using natural ingredients that are safe for the environment, effective, and affordable. The products include dishwashing liquids, laundry detergents, surface cleaners, and all-purpose cleaning sprays.

Despite having a quality product lineup and a mission that aligns with the growing consumer trend toward sustainability, EcoClean has struggled to gain significant market share. The company is facing fierce competition from established brands that dominate shelf space in retail stores and have substantial marketing budgets.

Marketing Objective:

EcoClean aims to increase brand awareness and establish itself as a trusted, eco-friendly alternative to mainstream cleaning brands. They want to expand their market presence by 15% over the next 12 months.

Challenges:

1. **Brand Awareness:** Most consumers are not aware of EcoClean or its unique selling proposition (USP) — 100% biodegradable and eco-friendly products.
2. **Limited Budget:** The startup has a limited marketing budget compared to larger competitors.
3. **Retail Presence:** EcoClean's retail presence is limited, and it faces challenges in securing prominent shelf space.

Target Audience:

EcoClean’s target audience includes environmentally conscious consumers, young families, small businesses, and eco-friendly communities that prioritize sustainable living.

Integrated Marketing Communication Strategy:

To achieve their marketing objectives, EcoClean plans to implement an Integrated Marketing Communication (IMC) campaign that leverages a mix of traditional and digital marketing channels. The IMC campaign will focus on:

1. **Digital Marketing:** Utilizing social media platforms, influencer partnerships, and a content-driven approach to highlight the benefits and effectiveness of their products.
2. **Public Relations (PR):** Launching a PR campaign that emphasizes the company's commitment to sustainability, including partnerships with environmental organizations.
3. **In-Store Promotions:** Collaborating with select retail partners to create in-store promotions, demos, and eco-friendly product displays.
4. **Email Marketing:** Building a mailing list of eco-conscious consumers to send newsletters, product updates, and exclusive discounts.
5. **Community Engagement:** Sponsoring local community events focused on sustainability and environmental awareness.

Questions: (10 Marks) CO2

Q.1 Given EcoClean's limited marketing budget, which IMC component would you prioritize to achieve maximum impact? Justify your choice.

Q.2 How can EcoClean measure the effectiveness of their IMC campaign? Discuss at least three metrics that could be useful for assessing success.

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

COs	Marks Allocated
CO1	10 Marks
CO2	10 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**