



Online PGDM

First Year, Trimester 1, June 2023

Course Name : Marketing

Max Marks : 70

Course Code : 1104

Max Time : 2 hrs

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### Final Exam Marketing Project

This marketing management project aims to analyze the marketing strategies employed by a company of your choice. This project allows you to select a company that interests you and evaluate its marketing efforts based on the following questions.

1. Provide a brief overview of the selected company, including its background, industry, products/services, and target market. **(15 Marks)**
2. Conduct a comprehensive market analysis by examining the macro and micro environmental factors that impact the company's marketing activities. **(15 Marks)**
3. Evaluate the company's competitive position in the market using SWOT analysis. **(10 Marks)**
4. Describe the target market segment(s) for the company's products/services and justify your choice based on relevant demographic, psychographic, and behavioral factors. **(15 Marks)**
5. Evaluate the company's marketing performance based on the identified metrics and compare it with industry benchmarks or competitors. **(15 Marks)**