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| **C:\Users\ADMIN\Desktop\j.png** | **JAIPURIA INSTITUE OF MANAGEMENT, INDORE**  Post Graduate Diploma in Management |
| **Course Title: Marketing Management II, (Course Code: X0102 )**  **Special Improvement Examination, Term - II (Batch 2022-24) (March 2023)** | |
| **Total Marks: 40** | |

**Assignment:**

Create a marketing plan (in a Word file) for Cafe Connect, the Jaipuria Institute of Management Indore's cafeteria. Include information on SWOT analysis, marketing mix, and marketing strategies in the assignment.

Following the submission of the assignment on the 27th at 10:00 a.m., a viva will be held.

The deadline for **submitting the assignment is March 26, 2023.**

**VIVA: 27th at 10:00 a.m.**