

[5946]-408

S.Y. M.B.A.

404 MKT: MARKETING STRATEGY

(2019 Pattern) (Semester - IV) (SC-MKT-06)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) All the questions are compulsory.
- 2) Figures to the right indicate full marks.
- 3) Draw neat labeled diagrams wherever necessary.
- 4) Give suitable examples wherever necessary.

Q1) Solve any Five :

[5 × 2 = 10]

- a) Define Market, Marketing and Concept of exchange.
- b) Describe the concept of marketing myopia.
- c) Elaborate components of marketing strategy.
- d) How does the b2b market differ from b2c.
- e) Define BCG model in Marketing.
- f) Describe marketing audit.
- g) Define marketing plan.

Q2) Solve any Two :

[2 × 5 = 10]

- a) Compare mass marketing with targeted marketing. Give suitable examples.
- b) Discuss different marketing strategies adopted in introduction and growth stages of PLC.
- c) Compare Marketing Management with strategic marketing planning.

P.T.O.

Q3) Solve any one : **[1 × 10 = 10]**

- a) Determine why companies use intermediaries to reach target market?
- b) Identify any two models for setting the price of a new product. Explain them with suitable examples.

Q4) Solve any one : **[1 × 10 = 10]**

- a) Appraise Porter's Five Forces Model and its utility to identify the opportunities and threats for a company.
- b) Design a suitable marketing strategy for leading smart phone company planning to enter into Indian rural market.

Q5) Solve any one : **[1 × 10 = 10]**

- a) Elaborate SWOT Analysis in the context of marketing strategy for a new liquid detergent from herbal research company.
- b) Discuss how marketing strategy can become a competitive advantage? Elaborate it with suitable example.



Total No. of Questions : 5]

SEAT No. :

P7481

[Total No. of Pages : 2

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S.Y. M.B.A.

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[Max. Marks : 50

Instructions to the candidates :

- 1) All the questions are compulsory.*
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- 3) Draw neat labelled diagrams wherever necessary.*
- 4) Give suitable examples wherever necessary.*

Q1) Solve any five :

[5 × 2 = 10]

- a) Define the term strategy.
- b) Describe the term Marketing Strategy.
- c) Recall the steps for the process of Marketing Audit.
- d) Describe the term Marketing Intelligence with suitable example.
- e) Define Market Forecasting.
- f) Describe Product user Positioning with suitable example.
- g) Recall the five dimensions on which an organization may differentiate its market offerings?
- h) Enumerate any four strategies for Market Challenger.

Q2) Solve any two :

[2 × 5 = 10]

- a) Differentiate between Strategy & Tactics with relevant examples.
- b) Explain the criteria's to assess Business Opportunities by Marketers.
- c) Discuss the challenges of a Mature market for a FMCG Company.

P.T.O.

Q3) Solve any one : **[1 × 10 = 10]**

- a) Demonstrate the use of Porters five Force Model for a Retail Industry.
- b) Construct a BCG Product PORTFOLIO Matrix for a Soft drink provider (Coca Cola).

Q4) Solve any one : **[1 × 10 = 10]**

- a) Classify the organizational specific strategies in details support your answers with relevant examples.
- b) Formulate Marketing databases for Super Market Retailers.

Q5) Solve any one : **[1 × 10 = 10]**

- a) Develop a Vertical Integration Strategy for I-Phone.
- b) Design a five step process for choosing attractive market segments for a clothing brand.



Total No. of Questions : 5]

SEAT No. :

P-3789

[Total No. of Pages : 2

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S.Y. M.B.A.

404MKT : SC-MKT-06: MARKETING STRATEGY

(2019 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All the questions are compulsory.*
- 2) *Figures to the right indicate full marks.*
- 3) *Draw neat labeled diagrams wherever necessary.*
- 4) *Give suitable examples wherever necessary.*

Q1) Solve any five :

[5 × 2 = 10]

- a) Define Marketing strategy.
- b) Enlist any four forecasting techniques.
- c) Define USP with suitable example.
- d) Describe marketing Intelligence system.
- e) List the factors influencing choice of target market.
- f) Describe Market Nicher strategies.
- g) Describe strategies for declining market.
- h) Enlist the stages in strategic marketing process.

Q2) Solve any two :

[2 × 5 = 10]

- a) Explain the concept of Marketing Audit.
- b) Describe the strategies for mature maket with suitable examples.
- c) Elaborate the concept testing and test marketing techniques of forecasting.

P.T.O.

Q3) Solve any one :

[1 × 10 = 10]

- a) Demonstrate the use of marketing strategies for market leader with suitable examples.
- b) Illustrate the significance of porter's five-forces model in strategic marketing.

Q4) Solve any one :

[1 × 10 = 10]

- a) Appraise the utility of BCG matrix in strategic marketing.
- b) Illustrate various positioning strategies with suitable examples.

Q5) Solve any one :

[1 × 10 = 10]

- a) Discuss the use of Ansoff matrix in strategic marketing with suitable examples.
- b) Design a marketing strategy for e-bike.

