

Time: 2 hrs.

Marks: 60

N.B (1) All Questions are compulsory
(2) Figures to the right indicate full marks

Q.1 (a) Explain the types of marketing Strategies *Customer, production product, sales, market leader* (15)
(b) Explain in detail the steps in formulation of marketing strategies. *price*

OR

(c) What are the main aspects in analyzing marketing opportunities *Attractive, Promotion → people profit to attract* (15)
(d) Explain Guerilla marketing strategies with suitable examples.

Q.2 (a) Explain the key components of marketing mix *Product, price, place, profit* (15)
(b) Describe the various types of marketing plans. *Green Marketing, Guerrilla marketing*

OR

(c) Explain the concept of strategic business unit and its characteristics. (15)
(d) Explain types of Offensive Marketing Strategies with the help of examples.

Q.3 (a) Explain the micro environmental factors affecting marketing (15)
(b) Explain the factors of PESTLE analysis.

OR

(c) Describe the techniques of Customer Relationship Management. *loyalty bonus* (15)
(d) What are the different factors influencing Consumer Behaviour.

Q.4 (A) Fill in the blanks with appropriate options. (5)

1. A marketing strategy is a plan of action designed to achieve ----- objectives of the firm.

- (a) Short term (b) Medium term
(c) Long term (d) Immediate

2. A form of marketing where all efforts are channelized in fulfilling needs of a particular segment in market. -----

- (a) Online marketing (b) Cause marketing
(c) Niche marketing (d) Ambush marketing

3. Face Book, Twitter, Linked In, WhatsApp are examples of: -----

- (a) Telemarketers (b) Mobile networks
(c) Social media (d) NewsChannel

4. ----- is a statement that reflects values and philosophy of the company

- (a) Vision (b) Value statement
(c) Mission (d) Objectives

5. Michael Porters model consist of ----- competitive forces determining the industry competitiveness' and profitability.

- (a) Two (b) Four
(c) Six (d) Five

Q.4 (B) State whether the following statements are True or False.

(5)

1. Brand equity can help the business to charge premium from the customers.
2. In Green marketing the business focuses on using eco-friendly materials. ✓
3. Practice of charging high initial price for new product is penetration pricing. ✓
4. Amway is an instance of Multi-Level Marketer. ✓
5. Tele marketing is an example of Indirect Marketing. ✗

Q.4 (C) Match the Columns:

(5)

Column A		Column B
1. Marketing Myopia	E	a. OLX
2. C2C	A	b. Label
3. Unconventional tactics in promotion	D	c. CRM
4. Indicators of product contents	B	d. Guerilla Marketing
5. Data Warehousing	C	e. Theodore Levitt

OR

Q.4 Write Short notes: (Any three)

(15)

1. Entry strategies for Global Markets
2. Methods of E-marketing
3. Hospitality Marketing
4. Benefits of Experiential Marketing
5. Challenges in Social Marketing.
