

Total No. of Questions : 5]

PD-2729

SEAT No. : LIBRARY

Total No. of Pages : 2

[6430] - 78

M.B.A.

**404 MKT: Marketing Strategy
(2019 Revised Pattern) (Semester-IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory*
- 2) Figures to the right indicate full marks.*

Q1) Solve any Five :

[5 × 2 = 10]

- a) Explain the term marketing plan.
- b) What do you mean by term marketing audit.
- c) What is STP analysis.
- d) How to select niche market.
- e) Explain the importance of marketing strategy for a start-up.
- f) What do you mean by marketing for casting
- g) How do you define the term relationship marketing strategy.
- h) What strategies are important when product reach to growth stage.

Q2) Solve any two :

[2 × 5 = 10]

- a) What factors are important to select a specific target market.
- b) Explain the term porter's five force.
- c) How does unique value proposition support the organization to create best position in statement.

P.T.O.

Q3) Solve any one :

[1 × 10 = 10]

- a) What is market strategy explain the process of market opportunity analysis?
- b) Construct a BCG product portfolio matrix for airtel telecom service provider.

Q4) Solve any one :

[1 × 10 = 10]

- a) What do you mean the term competitive advantage, explain the answer with suitable example.
- b) Analyse the competition in toothpaste market and suggest relevance strategies to vico-toothpaste and Himlaya toothpaste to retain their market share.

Q5) Solve any one :

[1 × 10 = 10]

- a) Design the required market strategies for a product reached at decline stage of PLC, explain the answer with suitable example.
- b) What are the strategies to enter the new market and strategies for growth for a e-vehicle manufacturing company.



Total No. of Questions : 5]

PB4508

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S.Y.M.B.A.

404 MKT SC - MKT - 06 : MARKETING STRATEGY
(Revised 2019 Pattern) (Semester - IV)

SEAT No. : PUNE-52

[Total No. of Pages : 2]

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) Solve any five.

[5×2=10]

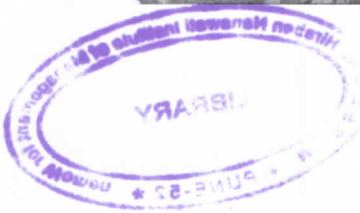
- a) What is product positioning.
- b) What do you mean by differentiation strategy.
- c) Explain consumer satisfaction & consumer delight.
- d) What is marketing intelligence.
- e) What do you mean by marketing planning.
- f) How STP analysis support organization for effective marketing strategies.
- g) What is multi level marketing.
- h) Explain the term content marketing.

Q2) Solve any two.

[2×5=10]

- a) Identify & Explain the sources of competitive advantage for success of a firm.
- b) How can you bridge the empathy gap with your customers.
- c) How data driven marketing strategies support the organization.

P.T.O.



Q3) Solve any one.

[1×10=10]

- a) Critically evaluate the potential challenges in achieving customer loyalty & retention. Use example to support your answer.
- b) Is the PLC (Product life cycle) concept useful in developing marketing strategies? Describe why or why not?

Q4) Solve any one.

[1×10=10]

- a) What do you mean by marketing strategy? How to design the price marketing strategy for gaining higher market share? Explain with suitable example.
- b) Explain the International barriers for a business entering into the international market?

Q5) Solve any one.

[1×10=10]

- a) The marketing Director of a FMCG manufacturer has asked you to undertake a competitor analysis. Critically evaluate how each aspect of the analysis can be used to enhance strategic decision making from a marketing perspective.
- b) Design a five step process for choosing attractive market segment for a food & Beverage Product of your choice.

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