

Total No. of Questions : 5]

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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]

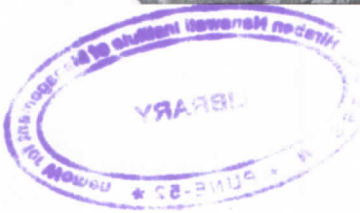
- a) What is product positioning.
- b) What do you mean by differentiation strategy.
- c) Explain consumer satisfaction & consumer delight.
- d) What is marketing intelligence.
- e) What do you mean by marketing planning.
- f) How STP analysis support organization for effective marketing strategies.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