

Maharshi Karve Stree Shikshan Samstha's

Smt. Hiraben Nanavati Institute of Management & Research for Women

INTERNAL EXAMINATION – Sem IV – ( Jan- May 2026)

SUBJECT – Marketing Strategy

SUBJECT CODE – 101

Date : 08-05-2026

Pattern : 2024

Max Marks : 50

**Instructions for students :**

- Marks are indicated for each question.
  - Handwriting should be eligible for evaluation.
  - Marks will be given for quality, not quantity.
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Q.1 Attempt all questions

- Define Marketing Strategy and state its role in business.
- List the steps in the Marketing Strategy Process.
- What is Customer Value? State its components.
- Name any four elements of Marketing Mix (4Ps).
- Match the following :

A	B
1. Proactive Strategy	a. Respond after competitors
2. Reactive Strategy	b. Anticipate customer needs
3. Customer Loyalty	c. Long-term commitment
4. Satisfaction	d. Meeting expectations

Q.2] Attempt Any Two

(10 Marks)

- Compare Strategic Marketing and Tactical Marketing.
- Differentiate between Customer Value, Satisfaction, and Loyalty.
- Summarize the Environmental Analysis in Marketing Strategy.

Q.3] Long Answer (Attempt Any One)

(10 Marks)

- Explain the Marketing Strategy Process with suitable examples.
- Describe the 4 C's of Pricing (Customer, Cost, Competition, Constraints) and their strategic importance.

Q.4] Long Answer (Attempt Any One)

( 10 Marks)

- a) A retail company is facing declining sales due to increased competition. Analyse the situation and suggest suitable marketing strategies based on customer value and targeting.
- b) Analyse how a company can use Product Life Cycle (PLC)-based marketing strategies to maintain competitiveness in the market.

Q.5] Long Answer (Attempt Any One)

( 10 Marks)

- a) Design a Marketing Strategy Plan for FMCG company, including target market, value proposition, and marketing mix.
- b) Imagine you are a marketing manager. Develop a pricing strategy for a new product considering recent trends such as AI, dynamic pricing, and sustainability.