

Time: 2 Hours

Total Marks: 60

N.B:

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

- Q. 1) (a) Describe the importance of marketing strategies. (15)
(b) Discuss in detail the evolution of marketing strategies..

OR

- (c) Elaborate the effective marketing plan with an example. (15)
(d) Describe the Holistic Marketing strategies in brief.

- Q. 2) (a) Explain the steps for marketing strategy implementation. (15)
(b) Discuss the structure of Strategic Business Unit.

OR

- (c) "SWOT Analysis is important for the development of the marketing strategies and plan" justify the statement (15)
(d) Distinguish between Offensive Marketing Strategy and Defensive Marketing Strategy.

- Q. 3) (a) Elucidate the macro environment affecting marketing strategies in your own words. (15)
(b) Write a note on VRIO analysis.

OR

- (c) What is Customer Relationship Management? Discuss its techniques. (15)
(d) Briefly explain the importance of customer loyalty.

- Q. 4) A) Fill in the blanks with appropriate options. (05)

1) _____ marketing is also known as ecological marketing.

- | | |
|------------|--------------|
| a) Service | b) Guerrilla |
| c) Green | d) Digital |

2) _____ is a blueprint that outlines how a company will implement its marketing strategy.

- | | |
|---------------------|-------------------|
| a) Brand | b) Franchising |
| c) Customer Loyalty | d) Marketing Plan |

3) _____ is part of alternative marketing mix.

- | | |
|------------|--------------|
| a) Product | b) Price |
| c) Planet | d) Promotion |



- 4) Market leaders use _____ strategy to protect their market share.
 - a) Joint Venture
 - b) CSR
 - c) Defensive
 - d) Expansion
- 5) 'R' stands for ----- in case of VRIO analysis.
 - a) Rarity
 - b) Relation
 - c) Rural
 - d) Regular

Q. 4. B) State whether the following statements are True or False. (05)

- 1) 'People' element belong to the service marketing mix..
- 2) Customer perceived value is the value which customer use to buy the product
- 3) A market challenger is a person who has a market share above of the market leader.
- 4) Search Engine Marketing is a type of Digital Marketing.
- 5) Tata Tea company undertakes social marketing.

Q. 4. C) Match the Column. (05)

Group A	Group B
1) Turnkey operations	a) Uncontrollable variables
2) CRM	b) Defensive strategy
3) Macro Environment	c) Small Market
4) Flanking	d) Relationship Marketing
5) Niche Marketing	e) Market entry strategy

OR

Q4. Write Short notes on (Any Three) (15)

- 1) Global Marketing Strategies
- 2) Digital Marketing.
- 3) Features of Experiential marketing.
- 4) Hospitality Marketing Management.
- 5) Trends in Marketing Practices in India
