

Paper / Subject Code: 72217 / Group B: Business Studies (Management) : Marketing Strategies and practices

(2 Hours)

(Total Marks : 60)

Please check whether you have got the right question paper.

- N.B.: 1) All questions are compulsory. Carrying 15 marks each.
2) Figures to the right indicate full marks.

1. a. Discuss in detail the Holistic Marketing Strategy.
b. Explain the evolution of Marketing strategy.

15

OR

- c. Discuss the future of Marketing.
d. What is Marketing strategy? Explain its features.

2. a. Discuss Marketing Mix with suitable examples.
b. What is Strategic Business Unit? Explain its advantages.

15

OR

- c. Enumerate the different types of Marketing Plans.
d. Explain the types of Defensive Marketing strategies.

3. a. Discuss Macro Environmental factors affecting Marketing.
b. Explain the significance of Customer Relationship Management.

15

OR

- c. What are the features of Consumer Behavior?
d. Write a note on Customer Loyalty

4. a. Choose the correct option from the following:

05

1. _____ Marketing focuses on Environmental protection.

- a) Social b) Viral c) Ambush d) Green

2. Market _____ refers to sub-dividing a larger market into smaller sub-markets

- a) Strategy b) Segmentation c) Positioning d) Targeting

3. _____ is the exchange value at which the sale transaction takes place.

- a) Product b) Price c) Place d) Promotion

4. Maruti Suzuki retains market share in India due to Customer _____.
- a) Trust b) Behaviour c) Observation d) Data Mining
- Activities

5. Buzz Marketing is also called as _____.
- a) Green marketing b) Social marketing
- c) Experiential marketing d) Viral marketing

4. b. State whether the following statements are True or False: 05

1. Infosys Limited undertakes social marketing.
2. Tele-marketing is a part of Internet Marketing.
3. Family is an important cultural factor that influences consumer behaviour.
4. The concept of SBU was developed by General Electric Company.
5. The letter V in VRIO analysis stands for Variable.

4. c. Match the following: 05

Column A	Column-B
1. Alliance Marketing Strategy	a. Oriflame
2. Multi-level marketing	b. Enhances product image
3. Green Marketing	c. Spotify and Uber
4. Brand Positioning	d. Promotes merit goods
5. Social Marketing	e. Reduce, Reuse, Recycle

OR

4. Write short notes on: (Any 3)

- a) Social Media Marketing
- b) Hospitality Marketing Management
- c) Cause Marketing
- d) E- Marketing
- e) Current Marketing Trends

15