

Duration: 2

Max. Marks: 60

Note: All questions are compulsory carrying 15 marks each
Figures to the right indicate full marks.

Q 1A. Explain the evolution of Marketing Strategy. (15)

Q 1B. Explain the essentials of an effective Marketing Plan.

OR

Q 1C. Discuss the steps in formulation of Marketing Strategies. (15)

Q 1D. Describe the concept & types of Guerilla marketing with suitable examples.

Q 2A. Explain defensive marketing strategies.

Q 2B. Explain the importance of SWOT analysis. (15)

OR

Q 2C. Enumerate the advantages of Strategic Business Units (SBU's). (15)

Q 2D. Discuss profit, people and planet as alternative marketing mix propositions.

Q3 A. Discuss on VRIO analysis

Q3 B. What is CRM? Explain the techniques of Customer Relationship Management (CRM). (15)

OR

Q3 C. Explain PESTLE analysis.

Q3 D. Discuss the features of consumer behaviour. (15)

Q4 A. Choose the correct option from the following:

1. According to _____ the marketing practices should consider social and ethical considerations. (5)

- a) Production concept
- c) Marketing concept

- b) Selling concept
- d) Societal concept

2. The full form of MVC is _____.

- a) Most Valuable Channel
- c) Most Valuable Customer

- b) Most Valuable Company
- d) Most Variable Channel

3. These factors influence consumer behaviour with respect to attitude, learnings, motives, perceptions, etc. is _____.

- a) Psychological factors
- c) Socio-cultural factors

- b) Personal factors
- d) Marketing factors

4. _____ is a strategy that engages the customer and creates real life experience, which cannot be easily forgotten.

- a) Green marketing
- c) Experiential marketing

- b) Social marketing
- d) Viral marketing

5. A major area of _____ is channels of distribution

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

Q4 B. State whether the following statements are True or False: (5)

1. Threats of new entrants is not possible especially in a profitable and growing industry.
2. The letter R in VRIO analysis stands for Rural.
3. The Five forces competency model was developed by Michael Porter.
4. When product performance exceeds customer expectation, the customer is delighted.
5. Brand evangelists are not brand loyal.

Q4 C. Match the following: (5)

COLUMN A	COLUMN B
1. OLX & QUIKR	a. John Elkington
2. Niche Marketing	b. Alliance marketing strategy
3. Triple Bottom Line	c. General Electric Company
4. McDonalds & Coca Cola	d. Small Market
5. SBU	e. C2C Marketing

OR

Q4. Write short notes on: (Any 3) (15)

- a) Social Media Marketing
- b) Importance of Social Marketing
- c) Tele Marketing
- d) Role of Green Marketing
- e) Emerging Trends in Marketing practices
