

Time – 2½ Hours

Total Marks – 75

N.B: All questions are compulsory.

Figures to the right Indicate marks.

Q 1 Fill in the blanks (any 8)

8

1. A good better best strategy involves introducing a _____ offering as well as an upscale offering while preserving the core brand (premium, downscale, fighting)
2. _____ are an estimation of the total sales volume which can be attained within a given time frame (market forecast, sales forecast, revenue forecast)
3. _____ power refers to the ability of a given company to exert influence over another entity (collaborator, differentiation, entity)
4. Positioning by _____ means convincing the customer of getting the required value for their money (quality, value, pioneer)
5. Size of the segment = _____ * volume of purchase * frequency of purchase (number of potential customers, number of potential sellers, number of potential collaborators)
6. _____ is the exchange value of a product in the market (value, price, temporal)
7. _____ are short term tactical activities that are use to align the offering value proposition with the needs of customers (communication, distribution, incentives)
8. _____ is the e use of an established brand name in new product categories (brand repositioning, brand extension, brand value)
9. _____ is a promotional strategy where business attempts to take their products to the customers (pull, push, promotion)
10. Apple targets windows users rather than aiming at customers who have never had a computer is example of _____ (market growth, steal share, differentiation)

Q 1 B True or false (any 7)

7

1. Marketing is a meeting that needs profitability.
2. Marketing planning is concerned with day to day performance and results.
3. Goals are not divided in to targets.
4. Scale value refers to the benefits derived from the scale of companies operations.
5. Distributor is an example of collaborator.
6. Expert judgment is secondary data.
7. Sandwich strategy involves 3 tier product line.
8. In demand based pricing price of the product is finalized according to the demand.
9. Pioneers are first movers in the market.
10. Collaborator incentives are offered to customers.

Q 2 A Discuss the 7 tactics of marketing

7.5

Q 2 B Explain the concept of marketing as a value creation process

7.5

OR

Q 2 C Discuss the G-Stic framework 7.5

Q 2 D What is meant by Segmentation? Discuss the criteria to be considered for effectively segmenting the market. 7.5

Q 3 A What is meant by target compatibility? Discuss the essential strategic factors for target compatibility. 7.5

Q 3 B Explain how companies increase sales revenue through sales volume 7.5

OR

Q 3 C What is meant by collaboration? State the drawbacks of collaboration 7.5

Q 3 D What is meant by brand repositioning? Discuss the reasons why brands reposition themselves 7.5

Q 4 A Explain competitive product line strategies adopted by organizations. 7.5

Q 4 B Discuss Moore's model of adoption 7.5

OR

Q 4 C What are price wars? Explain factors affecting price wars 7.5

Q 4 D What are collaborator incentives? Explain the monetary collaborator incentives given by organizations. 7.5

Q 5 A Who are pioneers? Explain the disadvantages of pioneering 7.5

Q 5 B Discuss Distribution as a value creation process 7.5

OR

Q 5 short notes (any 3) 15

1. Psychological pricing
 2. Brand hierarchy
 3. Strategic positioning
 4. Push promotion
 5. 5C framework
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