

(2½ Hours)

[Total Marks: 75]

General Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Use of simple calculator is allowed.

Q. 1. A Fill in the blanks. (Any 8 out of 10)

8

- a. _____ identifies the market in which the company operates, defines the value exchange among key market entities in which superior value can be created.
- b. _____ are the entities that work with the company to create value for the target customers.
- c. _____ is a value that an offering aims to create for all the relevant participants in the market.
- d. The _____ involves a set of unique marks and associations that identify the offering and create value beyond the product and service aspects of the offering.
- e. _____ strategy is a popular strategy to compete with low-priced rivals involves, an offering that matches or undercuts the competitor's price.
- f. _____ is a marketing concept that outlines what a business should do to market its product or service to its customers.
- g. _____ are those who compete with the same set of target customers to fulfil the customer needs.
- h. The non monetary benefits that are created by the customers which are of strategic importance to the company is called as _____.
- i. Brand hierarchy is called as _____.
- j. Captive pricing is also called as _____ pricing.

Q. 1 B. State whether the following statements are True or False (Any 7 out of 10)

7

- a. Umbrella branding is nothing but enjoys leverages of existing brand.
- b. Distribution defines the media channel(s) through which the product information is delivered to customers.
- c. Moore's model identifies six distinct categories.
- d. Hybrid channel is a distribution model in which manufacturer and customer interact with multiple channel as well as each other.
- e. Marketing is an art and not a science.
- f. Tactics are a set of activities of marketing mix to execute a given strategy.
- g. Implicit collaboration typically does not involve contractual relationships and is much more flexible than explicit collaboration.
- h. Idea generation involves generating ideas that can become the basis for new products.

- i. Competitor power refers to ability of a given company to exert influence over another entity.
- j. Customer-research forecasting rely on experts' opinions to estimate market demand.

Q. 2 A. List and explain the seven tactics defining the marketing mix. 15

OR

Q. 2 C. Explain the nature of strategy. 8

D. What are the differences between marketing planning and strategic planning? 7

Q.3 A. Explain the role of strategic positioning in creating company 8

B. What are the factors to be considered while segmenting? 7

OR

Q. 3 C. What do you mean by collaboration? Explain the levels, advantages and disadvantages of collaboration. 8

Q. 4 A. What are the strategies used for managing product lines to gain and defend market position? 8

B. Explain the key decisions to be taken for designing distribution channels. 7

OR

Q. 4 C. Enumerate the two major types of branding. Highlight its advantages and disadvantages. 15

Q. 5 A. Explain Moore's model of adoption of new technology. 8

B. Explain the concept of Strategic growth management. 7

OR

Q. 5 C. Write short notes on the following: (Any three) 15

1. Types of Integration.

2. Target compatibility

3. Brand Equity

4. Top-down business model generation

5 Monetary incentives for customers