

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.

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

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

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

3) _____ is part of alternative marketing mix.

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

