Tim	e: 2 Hours	Total Mar	rks: 60
N.B	. " _{[.}	1) All questions are compulsory.	
		2) Figures to the right indicate full marks.	
Q. 1)	(a) Descri	be the importance of marketing strategies.	(15)
	(b) Discus	s in detail the evolution of marketing strategies	
		OR	
	(c) Elabora	ate the effective marketing plan with an example.	(15)
	(d) Describ	be the Holistic Marketing strategies in brief.	
Q. 2)	(a) Explain	the steps for marketing strategy implementation.	(15)
	(b) Discuss	s the structure of Strategic Business Unit.	
٠.		OR	
***	SWOT" (c)" and pla	Analysis is important for the development of the marketing strategies an" justify the statement	(15)
	(d) Distingu	ish between Offensive Marketing Strategy and Defensive Marketing Strategy	egy.
Q. 3)	(a) Elucidat	e 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 e	explain the importance of customer loyalty.	
Q. 4)	A) Fill in th	e blanks with appropriate options.	(05)
1)		marketing is also known as ecological marketing.	
,	a) Service	b) Guerrilla	
	r) (Treen	d) Digital	
2)	is a b	olueprint that outlines how a company will implement its marketing strate	gy.
	a) Brand	b) Franchising	
(c) Customer	Loyalty d) Marketing Plan	
3) _	is	part of alternative marketing mix.	
а) Product	b) Price	
c) Planet	d) Promotion	
		· 1	
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Same to		
4) Market leaders use	strategy to protect their market share.	
a) Joint Venture	b) CSR	
c) Defensive	d) Expansion	
5) 'R" stands for	in case of VRIO analysis.	
a) Rarity	b) Relation	
c) Rural	d) Regular	
). 4. B) State whether the follo	wing statements are True or False.	(05)
1). 'People' element belong to	the service marketing mix	
1.	s the value which customer use to buy the produc	ct
3) A market challenger is a pe	rson who has a market share above of the market	t leader.
4) Search Engine Marketing is	s a type of Digital Marketing.	
5) Tata Tea company undertal	ces social marketing.	•
). 4. C) Match the Column.	<u> </u>	(05)
Group A	Group B	
1) Turnkey operations	a) Uncontrollable variables	
2) CRM	b) Defensive strategy	
3) Macro Environment	c) Small Market	
4) Flanking	d) Relationship Marketing	
5) Niche Marketing	e) Market entry strategy	
	OR	
4. Write Short notes on (An		(15)
1) Global Marketing Strategie	s	
2) Digital Marketing.		
3) Features of Experiential ma	rketing.	
4) Hospitality Marketing Man	agement.	
5) Trends in Marketing Practic	ces in India	

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