

Duration: 2 hours

Max. Marks: 60

Note: 1. All questions are compulsory

2. Figures to the right indicate full marks.

Q 1 A. Explain the term Marketing Strategy. Enumerate its characteristics. (15)

Q 1 B. Comment on the future of Marketing.

OR

Q 1C. Elucidate the role of Marketing Strategies. (15)

Q 1D. Discuss the concept of Green marketing with the help of suitable examples.

Q 2A. Discuss the contents of marketing plans. (15)

Q 2B. Explain the importance of Marketing Mix.

OR

Q 2C. Describe SWOT analysis. (15)

Q 2D. Differentiate between Defensive & Offensive Marketing Strategies.

Q3 A. Discuss the importance of Customer Loyalty. (15)

Q3 B. Explain PESTLE analysis.

OR

Q3 C. Explain the techniques of Customer Relationship Management (CRM). (15)

Q3 D. Discuss in brief the factors affecting consumers' buying behaviour.

Q4 A. Choose the correct option from the following: (5)

1. ——— marketing strategy includes many areas ranging from conservation lit' environment to control of pollution.

- | | |
|--------------------------------|--------------------------------|
| a) Green Marketing Strategy | b) Viral Marketing Strategy |
| c) Ambush Marketing Strategy . | d) Guerilla Marketing Strategy |

2. ——— refers to the speed at which marketing decisions and actions are taken.

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|----------------|------------------|
| a) Product mix | b) Place Mix |
| c) Pace | d) Promotion mix |

3. The ——— concept of SBU was developed by:

- | | |
|-------------------------------|-----------------------------|
| a) Tala Consultancy Services | c) Boston Consultancy Group |
| b) McKinsey Consultancy Group | d) General Ekctric Company |

4. ——— factors influence consumer behaviour with respect to product, pncing, promotion and place.

- | | |
|---------------------------|----------------------|
| a) Psychological factors | b) Personal Llctors |
| c) Socio-cultural factors | d) Marketing LtCtors |

5. ——— also called as engagement marketing.

- | | |
|---------------------------|---------------------|
| a) Green marketing | b) Social marketing |
| c) Experiential marketing | d) Viral marketing |

Q4 B. State whether the following statements are True or False

(5)

1. Stealth marketing is also known as undercover marketing.
2. The term Triple Bottom Line was coined by Michael Porter.
3. Pricing involves push and pull strategies.
4. The concept of Production sharing was developed by Peter Drucker.
5. The element of physical evidence belongs to the service marketing mix.

Q4 C. Match the following:

COLUMN A

1. Amazon
2. Twitter
3. Defevasive Steategy
4. Micro Environment
5. Macro Environment

COLUMN B

- a. Suppliers
- b. PESTLE
- c. B2C Marketing
- d. Social Media Marketing
- e. Position defense

OR

Q4. Write short notes on: (Any 3)

- a) Franchising strategy
- b) Hospitality Marketing
- c) Cause Marketing
- d) Mohile Marketing
- e) Social Marketing
