

Total No. of Questions : 5]

SEAT No. :

**P7481**

[Total No. of Pages : 2

**[5860] - 408**

**S.Y.M.B.A.**

**404 MKT . MARKETING STRATEGY**

**(2019 Pattern) (Semester - IV)**

*Time : 2½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates :*

- 1) *All the questions are compulsory.*
- 2) *Figures to the right indicate full marks.*
- 3) *Draw neat labelled diagrams wherever necessary.*
- 4) *Give suitable examples wherever necessary.*

**Q1) Solve any five :**

**[5 × 2 = 10]**

- a) Define the term strategy.
- b) Describe the term Marketing Strategy.
- c) Recall the steps for the process of Marketing Audit.
- d) Describe the term Marketing Intelligence with suitable example.
- e) Define Market Forecasting.
- f) Describe Product user Positioning with suitable example.
- g) Recall the five dimensions on which an organization may differentiate its market offerings?
- h) Enumerate any four strategies for Market Challenger.

**Q2) Solve any two :**

**[2 × 5 = 10]**

- a) Differentiate between Strategy & Tactics with relevant examples.
- b) Explain the criteria's to assess Business Opportunities by Marketers.
- c) Discuss the challenges of a Mature market for a FMCG Company.

**P.T.O.**

**Q3) Solve any one :**

**[1 × 10 = 10]**

- a) Demonstrate the use of Porters five Force Model for a Retail Industry.
- b) Construct a BCG Product PORTFOLIO Matrix for a Soft drink provider (Coca Cola).

**Q4) Solve any one :**

**[1 × 10 = 10]**

- a) Classify the organizational specific strategies in details support your answers with relevant examples.
- b) Formulate Marketing databases for Super Market Retailers.

**Q5) Solve any one :**

**[1 × 10 = 10]**

- a) Develop a Vertical Integration Strategy for I-Phone.
- b) Design a five step process for choosing attractive market segments for a clothing brand.

