

MAR-APR 2023

Total No. of Questions : 5]

SEAT No. :

P-3789

[Total No. of Pages : 2

[6025]-78

S.Y. M.B.A.

404MKT : SC-MKT-06: 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 labeled diagrams wherever necessary.
- 4) Give suitable examples wherever necessary.

Q1) Solve any five :

[5 × 2 = 10]

- a) Define Marketing strategy.
- b) Enlist any four forecasting techniques.
- c) Define USP with suitable example.
- d) Describe marketing Intelligence system.
- e) List the factors influencing choice of target market.
- f) Describe Market Nicher strategies.
- g) Describe strategies for declining market.
- h) Enlist the stages in strategic marketing process.

Q2) Solve any two :

[2 × 5 = 10]

- a) Explain the concept of Marketing Audit.
- b) Describe the strategies for mature market with suitable examples.
- c) Elaborate the concept testing and test marketing techniques of forecasting.

P.T.O.

Q3) Solve any one :

[1 × 10 = 10]

- a) Demonstrate the use of marketing strategies for market leader with suitable examples.
- b) Illustrate the significance of porter's five-forces model in strategic marketing.

Q4) Solve any one :

[1 × 10 = 10]

- a) Appraise the utility of BCG matrix in strategic marketing.
- b) Illustrate various positioning strategies with suitable examples.

Q5) Solve any one :

[1 × 10 = 10]

- a) Discuss the use of Ansoff matrix in strategic marketing with suitable examples.
- b) Design a marketing strategy for e-bike.

