

Total No. of Questions : 5]

**P7974**

SEAT No. :

[Total No. of Pages : 2

[6118] 70

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

**MKT 404 : 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 labelled diagrams where necessary.*
- 4) *Give suitable examples wherever necessary.*

**Q1) Solve any Five:**

**[5×2=10]**

- a) Describe the concept of Marketing strategy.
- b) Define marketing Blue print.
- c) Describe Bootstrapping method of sales forecasting.
- d) Define market forecasting.
- e) Describe market opportunity analysis.
- f) Describe marketing intelligence system.
- g) Define USP with suitable example.
- h) Define Niche market with example.

**Q2) Solve any two:**

**[2×5=10]**

- a) Explain various forecasting techniques based on past demand.
- b) Describe the concept of marketing audit in detail.
- c) Discuss strategies for market follower.

**Q3) Solve any One.**

**[1×10=10]**

- a) Illustrate targeting strategies with suitable examples.
- b) Demonstrate the concept and utility of ansoff matrix.

**P.T.O.**

**Q4) Solve any One.**

**[1×10=10]**

- a) Outline various positioning strategies with suitable examples.
- b) Appraise the utility of strategic Gap planning model and family portfolio matrix.

**Q5) Solve any one.**

**[1×10=10]**

- a) Elaborate various strategies for market leader with suitable example.
- b) Appraise the utility of BCG matrix with suitable examples.

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