PB-2157

[6201]-4008
S.Y. M.B.A.
404 MKT - SC - 06 : MARKETING STRATEGY
(2019 Pattern) (Semester - IV)

Time : 2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

1)   *All questions carry equal marks.*

2)   *Figures to the right indicate full marks.*

3)   *Give suitable examples wherever necessary.*

Q1) Attempt any five :   **[5 × 2 = 10]**

a)   Define marketing strategy.

b)   What is marketing data touch points.

c)   Factors influencing choice of targeting, state.

d)   Give any two examples of market followers.

e)   Enlist the four categories of Ansoff's matrix.

f)   What is Bootstropping.

g)   Define Blue print.

h)   What is positioning.

Q2) Attempt any two :   **[2 × 5 = 10]**

a)   Enumerate steps in Market Opportunity Analysis.

b)   State the significance of Marketing Intelligence.

c)   Write a note on strategic wear - out.

Q3) Attempt any one :   **[1 × 10 = 10]**

a)   What strategies should be adopted by marketers in a declining market.

b)   Explain the techniques of forecasting based on past Demand.

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Q4) **Attempt any one :** [1 × 10 = 10]

    a)   Discuss marketing strategies for a newly launched electric bike.

    b)   Discuss the utility of BCG matrix for business.

Q5) **Attempt any one :** [1 × 10 = 10]

    a)   Prepare a marketing plan for any company of your choice.

    b)   Design targeting strategies for mass markets and growth markets.

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