

Marketing Strategy

Question Paper Pattern for Semester End Examination (75 Marks)

- There will be Six Questions in all.
- Q1 would be compulsory and would carry 20 Marks
- Q8 would be compulsory and would carry 15 Marks
- In addition to Q1 and Q8, there would be six questions (Q2, Q3, Q4, Q5, Q6 and Q7). Each question would carry 10 Marks. Each of these Six Questions will have three sub – questions and each sub – question would carry 05 Marks
- Students have to attempt any four out of the remaining six Questions and within each question; students have to attempt any two out of three sub – questions.

Q.1. Choose the appropriate answer and rewrite the statement.

(20M)

A.Fill in the blanks.

(10M)

1. Goals or objectives convert the organization_____into tangible action.

A. Vision B. Aim C. Mission D. Commitment

2. Financial goals focus on _____

A. Manufacture and services capacity B. Return on investment and return on sales

C. Market share and market productivity D. All of them

3. Distinctive competency describes an organization's _____

A. Strengths B. Weakness C. Opportunities D. Threats

4. Cannibalism is related with _____

A. Product development B. Promotional activities C. Product life cycle D. Product extension

5. Master budget consist of _____

A. Operating and marketing budget B. Operating and financial budget

C. Marketing and financial budget D. None of them

6. Which of the factor should be considered first before adopting a market penetration strategy?

A. Market growth B. Situation C. SOWT D. Market development

7. Cannibalism occur when _____

A. Sales of a new product come at the expense of sales of existing product

B. The existing product reduce the sales of new product

C. Competitions product cannot give access to the new of product

D. Sales of a new product kill the opportunity of sales of competition

8. Which one isn't the primary purpose of marketing?

A. Creating long term relationship between stakeholders

Enhancing mutually beneficial exchange relationships

C. Profit maximization

D.Both a & b

9. Which marketing strategy give emphasis on creating new offerings for existing markets.

A. market penetration

B.market development

C.diversification

D.Product development.

10. For multiple product break-even analysis, a manager needs to determine-

A. Product line

B. Services

C. Sales mix

D. Marketing

mix

Q.1.B) Match the following.

(10M)

Group A	Group B
1. Penetration pricing	a) Corporate Image
2. Product line	b) Skill
3. Product packaging	c) Fixed plus variable cost
4. Trade margin percentage	d) Low price at the initial stage
5. Total cost	e) Expanding product in same category
6. Perquisite of effective Decision making	f) New product development
7. Cost plus pricing	g) Study of the market
8. Cannibalism	h) The process of designing
9. SWOT Analysis	i) Adding margin in the cost
10. Branding	j) On selling price

Q.2. Any two from (a) or (b) or (c).

(10M)

a) what is marketing strategy ? Explain its objectives.

b) What is marketing management? Discuss the components of marketing strategy.

c) What is new product development? Explain Kanno's model.

Q.3. Any two from (a) or (b) or (c).

(10M)

a) What is NPD? Discuss mistakes done in NPD Plans.

b) Explain the concept of SWOT & PARTS Framework.

c) Write a note on Diffusion in Innovation.

Q.4. Any two from (a) or (b) or (c).

(10M)

a) What is Market Intelligence? Explain the Marketing Metrics.

b) Discuss Hierarchy of Effects Model.

c) Explain supply chain metrics.

Q.5. Any two from (a) or (b) or (c).

(10M)

- a) Explain the meaning of product and brand policy.
- b) What is Packaging? Explain Importance of packaging.
- c) . What is price and explain the concept of pricing.

Q.6. Any two from (a) or (b) or (c).

(10M)

- a) Explain various pricing strategies in detail.
- b) What is marketing plan? Explain its features.
- c) Enumerate the 5 elements of a marketing plan.

Q.7. Any two from (a) or (b) or (c).

(10M)

- a) Discuss Marketing plan concept.
- b) Explain marketing plan features.
- c) Explain various product mix branding strategies.

Q8) Any three from (a) or (b) or (c) or (d) ----- (5x3) = 15 Marks

Write Short note on

- (a) What is marketing management? Discuss the components of marketing strategy.
- (b) What is NDP? Discuss mistakes done in NPD Plans.
- (c) Explain the concept of 5C's Analysis.
- (d) what is cannibalisation?

Marketing Strategy

There will be Five Questions in all.

- Q1 would be compulsory and would carry 20 Marks
- In addition to Q1, there would be six questions. Each question would carry 10 Marks. Each of
- these Six Questions will have three sub – questions and each sub – question would carry 05 Marks
- Students have to attempt any four out of the remaining six Questions and within each question;
- Students have to attempt any two out of three sub – questions.

Q.1. Attempt the following questions. (20M)

A) Match the following. (10M)

Group A	Group B
11. Penetration pricing	k) Corporate Image
12. Product line	l) Skill
13. Product packaging	m) Fixed plus variable cost
14. Trade margin percentage	n) Low price at the initial stage
15. Total cost	o) Expanding product in same category
16. Perquisite of effective Decision making	p) New product development
17. Cost plus pricing	q) Study of the market
18. Cannibalism	r) The process of designing
19. SWOT Analysis	s) Adding margin in the cost

20. Branding	t) On selling price
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B) State whether the following statement is true or false. (10M)

- Marketing is basically selling and advertising
- Customer satisfaction is the extent to which a firm fulfils a consumer's needs, desires and expectations
- if a firm produces the right goods or services, marketing has little role in creating customer satisfaction
- marketing creates task utility, but not time or place utility
- a market is a group of potential customers with similar needs who are willing to exchange something of value with sellers offering various goods and/or services
- both mass production and effective marketing are needed to satisfy the economic needs of an advanced economy
- buying, selling, transporting, and storing are all universal marketing functions
- during the "sales era", the firm tries to improve short-run marketing policy planning to tie together its activities
- a firm that adopts the "marketing concept" will aim all its efforts at satisfying customers, while trying to make a profit
- a firm that makes products which are easy to produce and then tries to sell them has a production orientation

Q.2. Any two from (a) or (b) or (c). (10M)

- What is strategy and tactics? State the stages of Strategy development.
- Explain the concept of 5C's Analysis.
- State the importance of segmentation, targeting and positioning?

Q.3. Any two from (a) or (b) or (c). (10M)

- What is NPD? Discuss the concept of organising for product development.
- What is NPD? Discuss mistakes done in NPD Plans.
- What are the different steps in new product development process?

Q.4. Any two from (a) or (b) or (c). (10M)

- What is Cannibalisation?
- Explain supply chain metrics.
- What is product line? Explain Product and service strategies.

Q.5. Any two from (a) or (b) or (c). (10M)

- What are the strategies available for PLC?
- What is Mix of product breadth?
- What is Brand culture? Discuss any 4 criteria for choosing brand culture.

Q.6. Any two from (a) or (b) or (c). (10M)

- Explain various product mix branding strategies.

- b) Discuss any 2 pricing strategies.
- c) What is marketing plan? Explain its features.

Q.7. Any two from (a) or (b) or (c).

(10M)

- a) Discuss marketing plan content.
- b) What is channel policy? Explain Types of channel.
- c) Write a note on types of Retailer.

SET-C:

Q.1.Case study.

Q.2.

- a) What is marketing management? Discuss the components of marketing strategy.
- b) What is NDP? ? Discuss mistakes done in NPD Plans.
- c) Explain the concept of 5C's Analysis.

Q.3.

- a) Explain the concept of SWOT & PARTS Framework.
- b) State the importance of segmentation, targeting and positioning?
- c) Write a note on Diffusion in Innovation

Q.4.

- a) What is Market Intelligence? Explain the Marketing Metrics.
- b) Discuss Hierarchy of Effects Model.
- c)