

2M00155

Time: 2 ½ HOURS

TOTAL MARKS: 75

- Note: 1) All questions are compulsory.
2) Figures to the right indicate full marks
3) Support your answers with suitable examples

Q1. (A) Fill in the blanks (Any 8)

1. is the process of identifying customers for whom the company will optimize its offering.
2. The involves a set of unique marks and associations that identify the offering and create value beyond the product and service aspects of the offering.
3. are those who compete with the same set of target customers to fulfil the customer needs.
4. Performance evaluation involves evaluating the outcomes of the action versus its goals.
5. The three dimensions of company value are - monetary value, value and psychological value .
6. In collaboration there are no formal relationships or contractual agreements.
7. A brand is a brand that matches or undercuts the competitor's prices.
8. is the first stage of product development.
9. Captive pricing is also called as pricing.
10. channel is a distribution model in which manufacturer and customer interact with multiple channel as well as each other.

(B) True or False (Any 7)

1. Collaborator is one of the C's in the five C framework.
2. Marketing is an art and not a science.
3. Distribution defines the media channel(s) through which the product information is delivered to customers.
4. Explicit collaboration involves contractual relationships, such as long-term contractual agreements, joint ventures, and franchise agreements.
5. Vertical integration involves acquiring a business entity at the same level of the value-delivery chain.
6. Umbrella branding is nothing but a brand that enjoys leverages of an existing brand.
7. The Bottom-up approach of business model aims at identifying market and then creating optimal value for customer.
8. Brand hierarchy is called as brand architecture.
9. Penetration pricing strategy that involves setting a low price for an offering (often at or below cost) in an attempt to increase the sales of other products and services.
10. Channel exclusivity is used to reduce potential for horizontal channel conflicts.

Q2. a Explain the concept of strategy and its five dimensions.

b What is the five C framework in marketing strategy?

OR

c Explain the tactics of marketing mix with the help of an example.

- Q3 a Explain the concept of target compatibility. 8
b What are the factors to be considered while segmenting? 7
OR
c Explain the role of strategic positioning in creating customer value. 15
- Q4 a How do companies forecast demand using both primary and secondary data? 8
b Explain the Moore's Model of adoption of new technologies. 7
OR
c Enumerate the types of pioneers also explain the benefits and drawbacks of being a pioneer in the market. 15
- Q5 a What are the advantages and disadvantages of collaboration? 8
b Explain the factors responsible for brand repositioning. 7
OR

Write Short notes (any 3)

- c Top-down business model generation
d Strategic Value
e Brand Equity
f Strategic growth management
g Three approaches to pricing

15