

Duration: 2 Hrs.

Marks: 60

NOTE: 1) All Questions are Compulsory.

2) Figures to the right indicate full marks.

Q 1. a. Describe the role of Marketing Strategies. (15)

b. Explain the steps in the formulation of marketing strategies.

OR

c. What are the essentials of Effective Marketing Plan? (15)

d. Explain in detail 'New Brand Marketing Strategies'.

Q 2. a. Enumerate the importance of Marketing Mix. (15)

b. Explain the types of marketing plans.

OR

c. Describe in detail SWOT Analysis. (15)

d. Discuss the importance of defensive marketing strategies.

Q3. a. Discuss the elements of macro environment analysis. (15)

b. Explain briefly PESTLE Analysis.

OR

c. Discuss the techniques of Customer Relationship Management. (15)

d. What are the importance of Customer Loyalty?

Q 4. A. Fill in the blanks with the correct option from the brackets. (05)

1. When product performance exceeds customer expectation, then customer is _____

a) Sad b) Dissatisfied c) Delight d) Confused

2. _____ marketing is an unconventional way to advertise a product or service.

a) Guerrilla b) Service c) Green d) Digital

3. The communication mix includes _____ to maintain awareness in the minds of the customer.

a) Publicity b) Branding c) Pricing d) Distribution

4. In case of VRIO Analysis, 'V' stands for _____

a) Variation b) Vulnerable c) Valuable d) Valid

5. Telemarketing is a form of _____ marketing

a) Social b) Digital c) Event d) Ambush

Q 4.B. State whether following statements are True or False.

(05)

1. Relationship concept of marketing was evolved after 1990.
- X 2. The major area of place mix is the advertising.
3. The purpose of offensive strategy is to capture market share from existing firms.
- X 4. The customer perceived value is based on only tangible attribute.
5. Internet marketing provides convenience in shopping to the customer.

Q 4. C. Match the following Columns.

(05)

Column 'A'

1. Holistic Concept 4 ✓
2. SBU 3
3. Economic Factor 1
4. BOT Concept 2
5. Viral marketing 4

Column 'B'

- a. PESTEL Analysis
- b. Turnkey Operations
- c. Multi product business
- d. Hotmail
- e. Involving relationship marketing

OR

Q.4. Write short notes on any THREE from the following.

(15)

- (1) Global Marketing Strategies
- (2) Benefits of E-Marketing
- (3) Features of Experiential Marketing
- (4) Hospitality Marketing Management
- (5) Trends in Marketing Practices in India