

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)**

**8**

1. 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.
2. .... Identifies the market in which the company operates, defines the value exchange among key market entities in which superior value can be created.
3. .... is a marketing concept that outlines what a business should do to market its product or service to its customers.
4. .... is the process of identifying customers for whom the company will optimize its offering.
5. .... approach of Business model starts design of particular aspect of offering, followed by identification of target customers.
6. .... are those who compete with the same set of target customers to fulfil the customer needs.
7. .... are the tools which are used to enhance the value of the offering for the customers of collaborator and employees.
8. Captive pricing is also called as ..... pricing.
9. The non monetary benefits that are created by the customers which are of strategic importance to the company is called as .....
10. Brand hierarchy is called as .....

**(B) True or False (Any 7)**

**7**

1. Moore's model identifies six distinct categories.
2. In Explicit collaboration there are no formal relationships or contractual agreements.
3. A fighting brand is a brand that matches or undercuts the competitor's prices.
4. Business Analysis is the first stage of product development.
5. Hybrid channel is a distribution model in which manufacturer and customer interact with multiple channel as well as each other.
6. Marketing is an art and not a science.
7. Distribution defines the media channel(s) through which the product information is delivered to customers.
8. Spiffs are refunds given to customers after they complete purchase.
9. Horizontal integration involves acquiring a business entity occupying a different level in the value- delivery chain.
10. Umbrella branding is nothing but enjoys leverages of existing brand.

**Q2.a Explain the difference between marketing planning and strategic planning.**

**8**

**b What is the five C framework in marketing strategy?**

**7**

**OR**

**c Explain in detail the G-STIC framework for marketing planning.**

**15**

- Q3 a** Explain the role of strategic positioning in creating company value. **8**
- b** What are the factors to be considered while segmenting? **7**
- OR**
- c** What do you mean by collaboration? Explain the levels, advantages and disadvantages of collaboration. **15**
- Q4 a** Explain the key decisions to be taken for designing distribution channels. **8**
- b** Explain the new product development process. **7**
- OR**
- Enumerate the types of pioneers also explain the benefits and drawbacks of being a pioneer in the market. **15**
- c**
- Q5 a** Explain the factors responsible for brand repositioning. **8**
- b** Explain Moore's Model of adoption of new technologies. **7**

**Write Short notes (any 3)**

- c** Types of Integration.
- d** Target compatibility
- e** Brand Equity
- f** Top-down business model generation
- g** Monetary incentives for customers

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