

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 identifies the market in which the company operates, defines the value exchange among key market entities in which superior value can be created.
- 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.
- 3are the entities that work with the company to create value for the target customers.
- 4 is a marketing concept that outlines what a business should do to market its product or service to its customers.
- 5 is a value that an offering aims to create for all the relevant participants in the market.
- 6 integration involves acquisition of an entity at a different level in value delivery chain.
- 7 Moore’s model identifiesdistinct categories.
- 8 are incentives such as cash premium price or commission which is given directly to a salesperson.
- 9strategy is a popular strategy to compete with low-priced rivals involves, an offering that matches or undercuts the competitor’s price.
- 10 elasticity means the percentage change in quantity sold of a given offering caused by a percentage change in the price of another offering.

(B) True or False (Any 7)

7

- 1 Tactics are a set of activities of marketing mix to execute a given strategy.
- 2 The Bottom -up approach of business model aims at identifying market and then creating optimal value for customer.
- 3 Target compatibility is a company’s ability to fulfil the needs of target customers in intense competition.
- 4 Implicit collaboration typically does not involve contractual relationships and is much more flexible than explicit collaboration.
- 5 Customer-research forecasting rely on experts’ opinions to estimate market demand.
- 6 Differentiation Strategy refers to attracting and stealing share of competitor.
- 7 Idea generation involves generating ideas that can become the basis for new products.
- 8 When the business is required at the same level of value delivery chain it is called as vertical Integration.
- 9 Competitor power refers to ability of a given company to exert influence over another entity.
- 10 Monetary incentives aim to reduce an offering’s costs by providing customers with a monetary inducement to purchase the offering.

- Q2 a** Explain the nature of strategy. **8**
b What are the differences between marketing planning and strategic planning? **7**
OR
c List and explain the seven tactics defining the marketing mix. **15**
- Q3 a** Explain the key segmenting principles of relevance, similarity and exclusivity. **8**
b What are the factors to be considered while targeting? **7**
OR
c What is company value and explain how companies strategically manage profits? **15**
- Q4 a** What are the strategies used for managing product lines to gain and defend market position? **8**
b Explain the key decisions to be taken for designing distribution channels. **7**
OR
c Enumerate the two major types of branding. Highlight its advantages and disadvantages. **15**
- Q5 a** Explain Moore's model of adoption of new technology. **8**
b Explain the concept of Strategic growth management. **7**
OR
Write Short notes (Any 3) **15**
c Five C framework in marketing Strategy
d Collaborator Value
e New product development process
f Skimming and penetration pricing
g Pioneering new market products