

Time: 2 Hours

Total Marks: 60

- N.B: 1) All questions are compulsory.  
2) Figures to the right indicate full marks.

Q. 1) (a) Describe the importance of marketing strategies. (15)  
(b) Discuss in detail the evolution of marketing strategies..

OR

(c) Elaborate the effective marketing plan with an example. (15)  
(d) Describe the Holistic Marketing strategies in brief.

Q. 2) (a) Explain the steps for marketing strategy implementation. (15)  
(b) Discuss the structure of Strategic Business Unit.

OR

(c) "SWOT Analysis is important for the development of the marketing strategies and plan" justify the statement (15)  
(d) Distinguish between Offensive Marketing Strategy and Defensive Marketing Strategy.

Q. 3) (a) Elucidate the macro environment affecting marketing strategies in your own words. (15)  
(b) Write a note on VRIO analysis.

OR

(c) What is Customer Relationship Management? Discuss its techniques. (15)  
(d) Briefly explain the importance of customer loyalty.

Q. 4) A) Fill in the blanks with appropriate options. (05)

1) \_\_\_\_\_ marketing is also known as ecological marketing.

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

2) \_\_\_\_\_ is a blueprint that outlines how a company will implement its marketing strategy.

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|---------------------|-------------------|
| a) Brand            | b) Franchising    |
| c) Customer Loyalty | d) Marketing Plan |

3) \_\_\_\_\_ is part of alternative marketing mix.

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|------------|--------------|
| a) Product | b) Price     |
| c) Planet  | d) Promotion |

