

Paper / Subject Code: 72217 / Group B: Business Studies (Management) : Marketing Strategies and practices

(2 Hours)

(Total Marks : 60)

Please check whether you have got the right question paper.

- N.B.: 1) All questions are compulsory. Carrying 15 marks each.  
2) Figures to the right indicate full marks.

1. a. Discuss in detail the Holistic Marketing Strategy.  
b. Explain the evolution of Marketing strategy.

15

OR

- c. Discuss the future of Marketing.  
d. What is Marketing strategy? Explain its features.

2. a. Discuss Marketing Mix with suitable examples.  
b. What is Strategic Business Unit? Explain its advantages.

15

OR

- c. Enumerate the different types of Marketing Plans.  
d. Explain the types of Defensive Marketing strategies.

3. a. Discuss Macro Environmental factors affecting Marketing.  
b. Explain the significance of Customer Relationship Management.

15

OR

- c. What are the features of Consumer Behavior?  
d. Write a note on Customer Loyalty

4. a. Choose the correct option from the following:

05

1. \_\_\_\_\_ Marketing focuses on Environmental protection.

- a) Social      b) Viral      c) Ambush      d) Green

2. Market \_\_\_\_\_ refers to sub-dividing a larger market into smaller sub-markets.

- a) Strategy      b) Segmentation      c) Positioning      d) Targeting

3. \_\_\_\_\_ is the exchange value at which the sale transaction takes place.

- a) Product      b) Price      c) Place      d) Promotion

