Paper / Subject Code: 46019 / Marketing: Strategic Marketing Management

	(2½ Hours) [Total Marks: 75]
General	nstructions: 1. All questions are compulsory.
	2. Figures to the right indicate full marks.
	3. Use of simple calculator is allowed.
	Sanoweu.
Q. 1. A	Fill in the blanks. (Any 8 out of 10)
a.	identifies the market in which the company operates, defines the value
	exchange among key market entities in which superior value can be created.
b.	are the entities that work with the company to create value for the target customers.
c.	is a value that an offering aims to create for all the relevant participants in
	rue to the total terms of the t
	market.
a.	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.
e.	strategy is a popular strategy to compete with low-priced rivals involves an
	offering that matches or undercuts the competitor's price.
f.	is a marketing concept that outlines what a business should do to market its product or service to its customers.
g.	are those who compete with the same set of target customers to fulfil the customer needs.
h.	The non monetary benefits that are created by the customers which are of strategic importance to the company is called as
i.	Brand hierarchy is called as
	Captive pricing is also called aspricing.
Q. 1 B.	State whether the following statements are True or False (Any 7 out of 10)
a.	Umbrella branding is nothing but enjoys leverages of existing brand.
2.	Distribution defines the media channel(s) through which the product information is delivered to customers. Moore's model identifies six distinct categories.
In.	Hybrid channel is a distribution model in which manufacturer and customer interact with multiple channel as well as each other. Marketing is an art and not a science.
f.	Tactics are a set of activities of marketing mix to execute a given strategy.
g.	Implicit collaboration typically does not involve contractual relationships and is much more flexible than explicit collaboration. Idea generation involves generating ideas that can become the basis for new products.

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	i. Competitor power refers to ability of a given company to exert influence over another entity.	
	j. Customer-research forecasting rely on experts' opinions to estimate market demand.	
	o philosis to estimate market demand.	
Q. 2	A. List and explain the seven tactics defining the marketing mix.	15
	OR	15
Q. 2	C. Explain the nature of strategy.	8
		Ü
	D. What are the differences between marketing planning and strategic planning?	7
Q.3	A. Explain the role of strategic positioning in creating company	8
	B. What are the factors to be considered while segmenting?	7
	OR	
Q. 3	C. What do you mean by collaboration? Explain the levels, advantages and disadvantages of collaboration.	8
0.4	A. What are the strategies used for managing product lines to gain and defend market position?	8
1	B. Explain the key decisions to be taken for designing distribution channels.	7
	OR S	
0.4	C. Enumerate the two major types of branding. Highlight its advantages and disadvantages.	15
13		
1		
Q. 5	A. Explain Moore's model of adoption of new technology.	8
- \$	B. Explain the concept of Strategic growth management.	7
100	OR	
Q. 5	C. Write short notes on the following: (Any three)	15
	1. Types of Integration.	
	2. Target compatibility	
Col	3. Brand Equity	
	4. Top-down business model generation	
9	5 Monetary incentives for customers	
50		
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Page 2 of 2