

Time: 2½ Hours

Total Marks: 75

Q.1 A. Choose the correct answer from the given alternatives. (Any 7) (07)

1. Brand Architecture is called as .....
  - A. Brand equity
  - B. Brand Hierarchy
  - C. Umbrella branding
  - D. Brand divergence
2. Which is not one of the Seven tactics?
  - A. price
  - B. brand
  - C. communication
  - D. Offer
3. Moore's model visionary is nothing but early adopters in ..... theory.
  - A. Rogers diffusion
  - B. Gabriel Tarde
  - C. Friedrich Ratzel
  - D. Leo Frobenius
4. The term strategy comes from the Greek word ..... meaning generalship.
  - A. Strategic
  - B. Strategia
  - C. Strategio
  - D. Stratic
5. .... is the final stage of product development?
  - A. Business analysis
  - B. Product Development
  - C. Idea Generation
  - D. Implementation
6. Joint ventures, contractual agreements are examples of ..... collaboration.
  - A. Explicit
  - B. Implicit
  - C. Explicit and Implicit
  - D. Partially
7. To achieve business goal, manager must consider ..... framework.
  - A. 5C's
  - B. 7-S
  - C. 4P's
  - D. 7C's
8. .... collaboration does not involve any contractual agreement.
  - A. Explicit
  - B. Implicit
  - C. Deficient
  - D. Partially
9. .... channel is a distribution model in which manufacturer and customer interact with multiple channel as well as each other.

- A. Direct  
B. Indirect  
C. Hybrid  
D. Composite
10. .... pricing involves setting prices that use cost as a major benchmark.  
A. Cost based  
B. Psychological  
C. Deceptive  
D. EDLP
- B. State whether the following statements are true or false. (Any 8) (08)
1. Brand evolve throughout time.
  2. Return on sales is net income as a percent of sales.
  3. Steal share strategy refers to attracting and stealing share of competitor.
  4. Collaboration never leads to loss of control.
  5. Business models are intangible in nature.
  6. Channels vary in term of breadth & depth of assortment.
  7. Goal comes before strategy.
  8. Individual branding is nothing but enjoys leverages of existing brand.
  9. Monetary value is monetary costs associated with the offering
  10. NPD stands for New Provision Development.
- Q.2 A. Explain the nature of strategy with its five dimension. (07)  
B. Explain the seven tactics? (08)
- Or
- Q.3 C. In detail, explain the GSTIC framework for marketing planning. (15)  
A. What is the role of strategic positioning? (07)  
B. Explain Explicit and Implicit collaboration. (08)
- Or
- C. Explain Targeting Compatibility. (07)  
D. What are the types of positioning to create value? (08)
- Q.4 A. Which factors affect product and service decisions? (07)  
B. Explain new product development process. (08)
- Or
- C. Explain Moore's model of new technology. (07)  
D. How to manage product lines to gain and defend market share? (08)
- Q.5 A. Describe factors effecting strategy decision in promotion mix. (07)  
B. What are the drawbacks of being pioneer in the market? (08)
- Or
- C. Write short notes. (Any 3) (15)
1. Market Growth Strategy
  2. Horizontal Integration
  3. Product Life Cycle
  4. Channel Conflict
  5. Price ending effects.