

Total No. of Questions : 5]

SEAT No. :

PD-2729

[Total No. of Pages : 2

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M.B.A.

**404MKT: Marketing Strategy
(2019 Revised Pattern) (Semester-IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

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

Q1) Solve any Five :

[5 × 2 = 10]

- a) Explain the term marketing plan.
- b) What do you mean by term marketing audit.
- c) What is STP analysis.
- d) How to select niche market.
- e) Explain the importance of marketing strategy for a start-up.
- f) What do you mean by marketing for casting
- g) How do you define the term relationship marketing strategy.
- h) What strategies are important when product reach to growth stage.

Q2) Solve any two :

[2 × 5 = 10]

- a) What factors are important to select a specific target market.
- b) Explain the term porter's five force.
- c) How does unique value proposition support the organization to create best position in statement.

P.T.O.

Q3) Solve any one :

[1 × 10 = 10]

- a) What is market strategy explain the process of market opportunity analysis?
- b) Construct a BCG product portfolio matrix for airtel telecom service provider.

Q4) Solve any one :

[1 × 10 = 10]

- a) What do you mean the term competitive advantage, explain the answer with suitable example.
- b) Analyse the competition in toothpaste market and suggest relevance strategies to vico-toothpaste and Himlaya toothpaste to retain their market share.

Q5) Solve any one :

[1 × 10 = 10]

- a) Design the required market strategies for a product reached at decline stage of PLC, explain the answer with suitable example.
- b) What are the strategies to enter the new market and strategies for growth for a e-vehicle manufacturing company.

