

Total No. of Questions : 5]

SEAT No. :

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[6648]-807

S.Y.M.B.A.

MARKETING SPECIALISATION

403-SC-MKT-02 : Marketing Strategy

(2024 Pattern) (Semester - IV)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Make suitable assumptions whenever necessary.*
- 3) *All questions carry equal marks.*

Q1) Answer any five of the following: (2 marks each).

[10]

- a) Define the term “marketing strategy.”
- b) List the steps involved in formulating a marketing strategy.
- c) Identify the key components of the marketing mix.
- d) State the four C’s associated with pricing.
- e) Name any two recent trends in pricing strategy.
- f) Recall the various stages of the Product Life Cycle.
- g) Recognise the concept of customer value within marketing.

Q2) Address any two of the following: (5 marks each)

[10]

- a) Describe the role of marketing strategy in achieving business objectives.
- b) Distinguish between customer value, customer satisfaction, and customer loyalty.
- c) Summarise the significance of aligning marketing strategy with corporate and business- level strategies.

Q3) Answer anyone

[10]

- a) Illustrate the application of suitable marketing strategies across different stages of the Product Life Cycle.
- b) Demonstrate how leveraging customer insights can create a competitive advantage.

P.T.O.

Q4) Answer any one

[10]

- a) Analyse the effectiveness of centralised versus decentralised pricing structures.
- b) Examine the role of data-driven marketing strategies in contemporary business environments.

Q5) Answer any one

[10]

- a) Evaluate the sustainability and ethical implications of modern marketing strategies.
- b) Justify the selection of marketing strategies to compete globally in both emerging and declining markets.

