Time	2 Hours	* .		Total N	1arks: 60		
N.B:	" i.	<ol> <li>All questions</li> <li>Figures to th</li> </ol>		npulsory. ndicate full marks.			
Q. 1)	(a) Describ	e the importance of r	narketing	g strategies.	(15)		
	(b) Discuss	in detail the evolution	n of mai	keting strategies			
				OR .	44.55		
		te the effective marke			(15)		
	(d) Describ	e the Holistic Market	ing strate	egies in brief.			
Q. 2)	(a) Explain	the steps for marketing	ng strate	gy implementation.	(15)		
	(b) Discuss	the structure of Strate	egic Bus	iness Unit.			
OR							
*****		Analysis is importan "justify the stateme		development of the marketing strategies	(15)		
	(d) Distingu	sh between Offensive	Marketi	ing Strategy and Defensive Marketing St	rategy.		
0.3\	(a) Elucidate	the masses environme	nt affact:	ng marketing strategies in your own words	(15)		
	. ,	ote on VRIO analysi		ing marketing strategies in your own words	i. (13)		
,	b) Wille a i	ole on victo maysi	o.				
,	a) What is (	Sustamer Relationship		ement? Discuss its techniques.	(15)		
•	•	cplain the importance			(13)		
	a) Briefly 62	.p.u.ii					
Q. 4) A	otions.	(05)					
1) _		marketing is a	lso knov	vn as ecological marketing.			
	Service			b) Guerrilla			
r)	(Ireen			d) Digital			
2) is a blueprint that outlines how a company will implement its marketing strategy.							
a)	Brand			b) Franchising			
c)	Customer L	oyalty		d) Marketing Plan			
3)	is	part of alternative ma	rketing i	mix.			
a)	Product			b) Price			
c)	Planet			d) Promotion			
		,	1	*			
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ı	1.			
4	) Market leaders use	strategy to protect their market share.		
	a) Joint Venture	b) CSR		
	c) Defensive	d) Expansion		
5)		, T		
	N De Ne	b) Relation		
	a) Rarity c) Rural	d) Regular		•
	c) Kulai	a) 110gara.		
Q. 4.	B) State whether the following	(05)		
`1;	'People' element belong to the			
,2	Customer perceived value is the	ne value which customer use to buy the product		
3)	A market challenger is a perso	n who has a market share above of the market lead <mark>er</mark> .		_
4)	Search Engine Marketing is a	type of Digital Marketing.		7
5)	Tata Tea company undertakes	social marketing.		
			(05)	
Q. 4.			(03)	
	Group A	Group B		
	1) Turnkey operations	a) Uncontrollable variables		
	2) CRM	b) Defensive strategy		
	3) Macro Environment	c) Small Market		•
٠	4) Flanking	d) Relationship Marketing		
	5) Niche Marketing	e) Market entry strategy		
		OR		
Q4.	Write Short notes on (Any T	hrec)	(15)	
1)	Global Marketing Strategies			
2)	Digital Marketing.			
3)	Features of Experiential market	eting.		
4)	Hospitality Marketing Manage	ement.		
5)				
•				
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		2		
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