

(2½ Hours)

Total Marks: 75

- N.B: 1) All questions are compulsory  
2) Figures to the right indicate marks

Q.1 A. Choose the correct answer from the given alternatives. (Any 8) (08)

1. Brand hierarchy is called as .....
  - A. Brand equity
  - B. Brand architecture
  - C. Umbrella branding
  - D. Brand divergence
2. .... are refunds given to customers after they complete purchase.
  - A. Rebate
  - B. Price reduction
  - C. Discount
  - 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 first 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. Honest
- B. State whether the following statements are true or false. (Any 7) (07)
- 1. Brand do not evolve throughout time.
  - 2. Return on sales is net income as a percent of sales.
  - 3. Differentiation strategy refers to attracting and stealing share of competitor.
  - 4. Collaboration never leads to loss of control.

5. Business models are Tangible in nature.
6. Channels vary in term of breadth & depth of assortment.
7. Goal identifies ultimate criteria for success.
8. Umbrella 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. How does marketing create value? (08)

**OR**

- C. In detail, explain the GSTIC framework for marketing planning. (15)

- Q.3 A. What is the role of strategic positioning? (07)  
B. Explain advantages and drawbacks of collaboration. (08)

**OR**

- C. Explain Targeting Compatibility. (07)  
D. What are the strategic positioning options? (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. Explain competitive product line strategy. (08)

- Q.5 A. Describe factors effecting strategy decision in promotion mix. (07)  
B. What are the benefits of being pioneer in the market? (08)

**OR**

- C. Write short notes. (Any 3) (15)

1. Market Growth Strategy
2. Vertical Integration
3. Product Life Cycle
4. Channel Coordination
5. Psychological Pricing.