2013

Time : 3 hours
Full Marks : 80

Candidates are required to give their answers in their own words as far as practicable.

The questions are of equal value.

Answer any four questions in which Q. No. 1 is compulsory.

1. Write 'True' or 'False' for the following statements:

(a) Strategic marketing is a human activity.

(b) Strategic planning is the function of top level management.

(c) Market segmentation is against the government.

(d) Brand name and trade mark are the same.

(e) Marketing strategies during product life cycle are five.

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(Turn over)
(f) In strategic marketing process, once you get the results you go into the control phase.

(g) Aggregating prospective buyers into groups is called market categorisation.

(h) A market leader has largest market share and revenue.

(i) Marketing mix always remains static.

(j) Strategy implementation is not everybody's cup of tea.

2. Discuss the concept and importance of strategic marketing.

3. Differentiate between marketing tactics and marketing strategy.

4. What is corporate strategy? Discuss the factors taken into consideration in the formation of corporate strategy.

5. What is sales promotion? Explain the main tools of sales promotion.
6. Differentiate between product positioning and brand positioning.

7. Explain the different strategies adopted by the market leaders for expanding market share.