

Total No. of Questions : 8]

SEAT No. :

P1292

[Total No. of Pages : 1

[4275] - 410

M.B.A.

MARKETING MANAGEMENT SPECIALIZATION - V

405 -A : Marketing Strategy & Relationship Marketing

(2008 Pattern) (Semester - IV)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:-

- 1) Attempt any five questions.
- 2) All questions carry equal marks i.e. 14 each.

- Q1)** Present an overview of marketing strategy in relation with corporate vision, mission and objectives.
- Q2)** A leading news paper has decided to diversity into satellite television and appointed you as a marketing Manager. How will you position your products? What marketing strategy will you like to evolve to gain a foot hold in the market?
- Q3)** Which competitive strategy will you build for Tata Nano Car as a marketing Manager?
- Q4)** "Competitive advantage and brand position gets strengthen through the differentiation strategy" Discuss with suitable examples.
- Q5)** If you were a marketing Manager of a cellular phone company, what steps would you take to diffuse a new product in the Indian market?
- Q6)** Discuss the paradigm shift from transactional marketing approach to Relationship marketing philosophy.
- Q7)** What standards and goals must be set to achieve the highest level of customer loyalty for hotel industry?
- Q8)** Write short note on any two:
- a) Sustainable competitive advantage.
 - b) Lifetime customer value.
 - c) e-marketing.
 - d) Customer culture.

