

April / May 2012

Total No. of Questions : 9]

SEAT No. :

P561

[Total No. of Pages : 2

[4175] - 410

M.B.A. (Sem. - IV)

MARKETING MANAGEMENT SPECIALIZATION - V

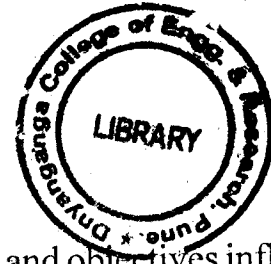
(405 A) : Marketing Strategy and Relationship Marketing
(2008 Pattern)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Attempt any three questions from Section - I and any two questions from Section - II.
- 2) All questions carry equal marks.

SECTION - I

Q1) Explain in detail how strategic intent - vision, mission and objectives influence marketing strategy.

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Q2) Why new product development is necessary for the sustaining in the market? What will happen if new product development is ignored?

Q3) What are the Marketing Strategies used at various stages of Industry Life Cycle?

Q4) "STP - segmenting, Targeting and Positioning are imperative to design marketing strategies" Comment?

Q5) Write short notes on (Any Two):

- a) Planned / Unplanned strategy withdrawals/obsolescence.
- b) Sustaining Competitive advantage.
- c) Constraint in Marketing Strategy Implementation.

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SECTION - II

- Q6)** Explain key concepts in Relationship Marketing giving suitable examples?
- Q7)** How IT enabled Relationship Marketing has helped to achieve better market turnovers? Elaborate with appropriate examples.
- Q8)** What do you mean by paradigm shift? Discuss in detail the shift from transactional Marketing to Customer Relationship Marketing with appropriate examples.
- Q9)** Write Short Notes on (Any Two):
- Lifetime Customer Value (LCV).
 - Recency - Frequency Monetary Value Model (RFM).
 - Customer Retention Vs Customer Acquisition.

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