

MAM
(SEM-VII) THEORY EXAMINATION, 2019-20
STRATEGIC MARKETING MANAGEMENT

Time: 3 Hours**Total Marks: 100****Note:** Attempt all Sections. If require any missing data; then choose suitably.**SECTION A****1. Attempt all questions in brief. 2x10 = 20**

- a. Define Strategic Marketing Management.
- b. Define Niche Market.
- c. What is product mix?
- d. Define the term 'Brand'?
- e. What do you mean by product planning?
- f. What do you understand by effective communication?
- g. Define Product Life Cycle.
- h. What do you mean by Ecosystem?
- i. Define Sustainability.
- j. What is Marketing Information System?

SECTION B**2. Attempt any three of the following: 10x3=30**

- a. What is market orientation? How market orientation works? Explain the various advantages of market orientation.
- b. What are the bases for market segmentation?
- c. What are the marketing channels? Describe why now companies are doing business with multi channel mode?
- d. What are the reasons for shorter product life cycles experienced today and what implications do this trend on environment of Indian market.
- e. What are different pricing strategies adopted by companies now days?

SECTION C**3. Attempt any one part of the following: 10x1=10**

- a. Why marketing ethics are necessary for every company? Explain the importance of social responsibility borne by corporate today.
- b. How business & buyer behavior are changing in India?

4. Attempt any one part of the following: 10x1=10

- a. What are the various factors in Indian marketing environment & what is the need to analyze the marketing environment?
- b. Define the term market segmentation? What is the need to segment the markets?

5. Attempt any one part of the following: 10x1=10

- a. What is a new product? Outline the various stages in new product development in detail.
- b. What do you mean by consumer behaviors? Why it is treated as backbone of marketing management?

6. Attempt any one part of the following: 10x1=10

- a. Describe Green Marketing. How is it the requirement of today's environment?
- b. Explain marketing mix elements with required resource allocation for each.

7. Attempt any one part of the following: 10x1=10

- a. Explain the following –
 - (i) Grass Root Marketing
 - (ii) Value Driven Relationship
- b. Do you think that there is need for different tools of forecasting for Product and Services separately? Explain your answer in the context of 21st century.