

COPYRIGHT RESERVED MGT/S-3-M/III/13

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.

- (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.

