

PGD (Rep) Semester-1 Examination

MM P-II

Strategic Marketing

April-2024

Time : 2-30 Hours]

[Max. Marks : 70

Q-1	Explain, with examples, how the marketers are developing new trends and approaches in marketing the product / services.	14
Q-2	<p>A) "Marketing mix is about putting the right product or combination thereof in the place, at the right time, and at the right price." Explain what is the right combination of the Ps?</p> <p style="text-align: center;">OR</p> <p>B) Write a note on Estimating Current and Future demand for a product with suitable examples.</p>	14
Q-3	<p>A) Explain the Market Leader and Market Challenger Strategies for creating a competitive advantage.</p> <p style="text-align: center;">OR</p> <p>B) Explain the process of Segmentation, Targeting and Positioning (STP) Model.</p>	14
Q-4	<p>(A) What are the Internal factors in Marketing environment that are generally regarded as controllable factors?</p> <p style="text-align: center;">OR</p> <p>(B) How do B2B buyers and sellers make use of e-commerce? What has the Central Government e-market done to procure or sold by Government/PSUs?</p>	14
Q-5	Write a note on Marketing Information System in detail.	14