

EMG 281-2 Marketing Strategies (Repeat paper)

**Instructions to candidates:**

No. of pages : Two (02)

Time : 02 Hours

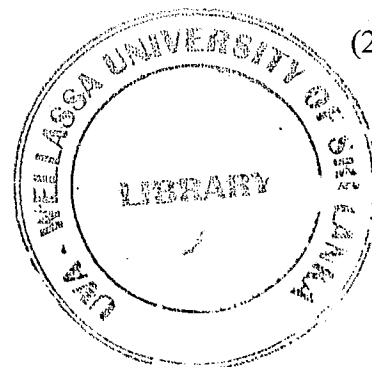
Marks allocated : 100 Marks

Essay Questions

**Answer any four questions**

1. Marketing strategies promotes the strong brands where the Company can earn huge margins as well compete within competitive environment successfully
  - (a). What is meant to you by “Brand equity”? Explain your answer with suitable examples (10 marks)
  - (b). Briefly explain five desirable qualities of a strong brand name. Your answer should supported by examples. (15 marks)
2. Product market Expansion grid is a marketing tool where the organization can plan future strategies for products/services with different perspectives
  - (a). Do you agree with above? Elaborate your answer (15 marks)
  - (b). What are the **four** strategies explained by product market Expansion grid? Explain with suitable examples (10 marks)
3. Explain following orientations adapting by the Companies with the competitive marketing environment.
  - (a). Competitor – Centered Company
  - (b). Customer – Centered Company
  - (c). Market – Centered Company

(25 marks)



4. Product diversification and new product development are an effective strategies which implements by many organizations to compete with huge competition in the market

Discuss with suitable examples from product market

(25 marks)

5. State **five** external marketing environmental forces that effects on the product decisions and suggest suitable marketing strategy for each.

Your answer should support by the examples

(25 marks)

6. Write short notes on each

- (a). Personnel communication channel
- (b). Strategic Business Unit
- (c). Private brands
- (d). Product life Cycle
- (e). Future product planning

(5 marks for each = 25 marks)