

Marketing Strategies

2nd Year 1st Semester - 2015

Section - C

Answer only Two (02) Questions

1) Immense competitive market made the marketer to rely more on Customer Relationship Management (CRM). Gaining competitive advantage requires delivering more value and satisfaction to target customers than competitors do. Hence "Competitor analysis" is vital to identify the competition.

a) Discuss the process of competitor analysis.

(15 Marks)

b) How companies gain competitive advantage through Michael Porter's four basic competitive positioning strategies? Justify your answer by taking practical examples from the market.

(10 Marks)

2) "Product is anything that can be offered in a market for attention, acquisition, use, or consumption that might satisfy a need or want." (Kotler.P, 1999)

Companies make key decisions regarding their individual products and services, product lines, and product mixes to win market.

a) Describe individual Products and Service Decisions with examples.

(10 Marks)

b) Explain Product Line Decisions with examples.

(08 Marks)

c) Explain Product Mix Decisions with examples.

(07 Marks)

3) "Relationship marketing is about establishing, maintaining, enhancing, and commercializing customer relationships through promise fulfillment. Firms also use relationship marketing techniques to build mutually supportive bonds with stakeholders other than consumers." (Strauss. J and Adel, 2003)

a) Discuss the importance of relationship marketing.

(10 Marks)

b) Service sector industries are more needed to consider on relationship marketing rather than manufacturing sector.

Do you agree with this statement? Justify your answer.

(15 Marks)