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**POONA INSTITUTE OF MANAGEMENT**  
**SCIENCES & ENTREPRENEURSHIP**

(A Religious & Linguistic Minority Institution, Recognized by DTE, Govt. of Maharashtra, Affiliated to Savitribai Phule Pune University.)  
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**MBA GENERAL (SEM - IV)**  
**404: Marketing Strategy**  
**(2020 PATTERN)**

**SHORT QUESTIONS**

1. What do you understand by Marketing strategy
2. How important it is to discover market opportunities before framing marketing strategy
3. What do you mean by integrating marketing strategy with the firms other strategies and resources
4. How to formulate marketing strategy
5. What do you mean by marketing audit
6. Explain market forecasting
7. What is test marketing
8. How important is sales force opinion before formulating marketing strategy
9. What is marketing database
10. What are the types of forecasting
11. What do you mean by attractive market segments
12. What are the factors influencing choice of targeting
13. Differentiate these two marketing strategies: Mass Market vs Niche Market
14. What is a positioning process
15. How important it is to identify relevant competitors in Positioning process
16. What marketing strategy would you adopt for the new entrants
17. What are the marketing strategies for growth market
18. What are strategies for declining market?
19. What is USP
20. What are the marketing strategies for Market Leader products
21. Explain BCG matrix
22. Discuss the marketing strategies for Market Challenger products
23. What are differentiation strategies
24. Discuss the Marketing strategies for Mature market
25. Describe the competitive strategies for Niche Market