

2025

BUSINESS ADMINISTRATION — HONOURS

Paper : BBAA-503-CC 11-M

(Strategic Marketing and IMC)

Full Marks : 75

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

Group - A

1. Answer **any ten** questions :

2×10

- (a) Define Strategy.
- (b) What do you understand by Strategic Marketing?
- (c) Mention 7p's of Marketing Mix.
- (d) Why positioning is important in strategic marketing?
- (e) How do objectives differ from goals?
- (f) Write the full form of PESTEL.
- (g) What is meant by dynamic pricing?
- (h) Mention different elements of promotion mix.
- (i) Define IMC.
- (j) Write down major bases for segmentation.
- (k) What do you mean by Supply Chain Integration?
- (l) What is the rationale behind IMC?
- (m) Define consumer behaviour.
- (n) What do you understand by direct and indirect channel of distribution?
- (o) What do you understand by performance monitoring?

Group - B

2. Answer **any five** questions :

5×5

- (a) Identify major objectives of pricing.
- (b) Discuss the role of perceptual mapping in strategic marketing.
- (c) Write a note on Porter's Five Force Model.

Please Turn Over

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- (d) How does marketing research differ from marketing information system?
- (e) Briefly explain the contribution of SWOT analysis to strategic marketing.
- (f) Discuss the approaches for developing competitive advantage with reference to strategic marketing.
- (g) Analyse the role of branding in strategic marketing.
- (h) How to develop new product in respect to strategic marketing? Explain, in brief.

Group - C

Answer *any three* questions.

- 3. Discuss different strategies of targeting with examples. 10
 - 4. Explain the strategies for different stages of Product Life Cycle (PLC). 10
 - 5. Describe the stages of developing an Integrated Marketing Communications (IMC) plan. 10
 - 6. Briefly explain any three promotional approaches to strategic marketing. 10
 - 7. Write short notes on the following: 5×2
 - (a) Digital Marketing
 - (b) Customer Lifetime Value.
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