



K. K. Wagh Institute of Engineering Education & Research, Nashik
(An Autonomous Institute From A.Y. 2022-23)

InSem Examination-I Winter2025	
Exam Seat No.:	
Academic Year:2025-2026	Semester:III
Class:PG-II	Program:MBA
Branch Code:10	Pattern:2024
Name of Course:Strategic Marketing and Analytics	Course Code:2410611A
Max. Marks:30	Duration:1.15 Hrs.

Instructions: Candidates should read carefully the instructions printed on the Question Paper and on the cover page of the Answer Book, which is provided for their use.

1. This question paper contains one page.
2. Answer to each new question is to be started on a new page.
3. Assume suitable data wherever required, but justify it.
4. Draw the neat labelled diagrams, wherever necessary.
5. The last columns indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question.
6. Q.1) and Q.3) are compulsory. For Q.2) and Q.4) solve any one out of (a) or (b).

Marks CO

Question No. 1

- 1 a) Discuss the SMART approach towards defining marketing objectives? (3) CO1
1 b) Analyze the difference between Marketing Strategy and Strategic Marketing? (4) CO1

Question No. 2

- 2 a) Describe the Strategic Marketing Process (along with its steps) in detail with help of an example? (8) CO1

OR

- 2 b) Discuss VRIO framework and apply the framework for an smartphone manufacturing firm? (8) CO1

Question No. 3

- 3 a) Describe how the organizations scan the market through secondary data & analytics? (3) CO2
3 b) Discuss the consumer's decision-making process? (4) CO2

Question No. 4

- 4 a) Discuss competition mapping. Analyse competitor mapping for automobile manufacturing companies? (8) CO2

OR

- 4 b) Evaluate how CLV and RFM analysis helps in consumer analytics? (8) CO2

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