



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

WINTER-2025	
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:60	Duration:2.30 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 two page(s).
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. Question No. 1 and 2 are compulsory. For Question No. 3, 4 and 5; solve any one out of (a) or (b) and any one out of (c) or (d)

Marks CO

Question No. 1

- 1a) Discuss the SMART approach towards defining marketing objectives? (6) CO1

Question No. 2

- 2a) Deduce the importance of Core competencies for any firm with help of an example? (6) CO2

Question No. 3

- 3a) Describe the Strategic Marketing Process (along with its steps) in detail with help of an example? (8) CO3

OR

- 3b) Discuss VRIO framework and apply the framework for an smartphone manufacturing firm? (8) CO3

- 3c) Evaluate the effect of cultural and family on the consumer's buying behaviour? (8) CO3

OR

- 3d) Evaluate how the organizations scan the market through secondary data & analytics? (8) CO3

Question No. 4

- 4a) Describe the role of analytics in portfolio analysis such as BCG matrix? (8) CO4

OR

- 4b) Explain RFM concept and describe how RFM scoring method is used in segmentation of the market? (8) CO4

- 4c) Discuss concept of CRM and application of analytics in achieving CRM goals? (8) CO4

OR

- 4d) Reframe a marketing strategy of any Indian organization which apply analytics in its processes? (8) CO4

Question No. 5

- 5a) FreshKart (Online Grocery Start-up) operates in a competitive online grocery market. Despite good product quality, the company faced low repeat purchases and high customer acquisition costs. (8) CO5

Evaluate the above case and develop a marketing analytics strategy for FreshKart so it can improve customer retention and profits?

OR

- 5b) Deduce dynamic pricing strategy? Create a dynamic pricing strategy for an Airline or Uber service using analytics? (8) CO5
- 5c) Illustrate the concept and application of social media dashboards? (8) CO5

OR

- 5d) Create a marketing strategy based on analytics to improve efficiency & profit margin of tutorial class teaching students till class 10th? (8) CO5

..... End of question paper.....