(2 ½ Hour) **[Total Marks:75]**

Q 1) a)
MULTIPLE CHOICE QUESTIONS: (ANY 8) (8)

1. Marketing is _____ because it is the manager's creativity and imagination. (Art, Science, Profession, Business)
2. _____are the entities that work with the company to create value for the target customers.
Customers, Collaborators, Competitors, Managers
3. _____ identify the time frame for achieving a milestone setting a time line is a key strategic decision.
(Temporal Bench Marks, Quantitative benchmarks, Qualitative benchmark, Official bench mark)
4. _____ refers to benefits received from scale of the company's operations.
(Product value, Scale value, line value, communication value)
5. MOORE'S model identifies _____ distinctive categories.
(four, eight, five, six)
6. _____branding strategy creates a separate brand for each product of product line.
(Individual, Umbrella, Sub-Branding, Hybrid)
7. Joint ventures, contractual agreement are examples of _____ collaborations.
(explicit, implicit, horizontal, none of the above)
8. _____ position lays emphasis on overall performance without highlighting individual benefit. (holistic, value, functional, hybrid)
9. In _____ approach brand equity is calculated on the difference in the cash flows from a sale of branded product and it is compared to equivalent non branded product of the same category.
(Cost based approach, Market based approach, financial approach, Holistic approach)
10. Marketing the product in such a way that the competitor's consumers are targeted is called as _____
(Steal share strategy, Market growth strategy, Differentiation strategy, Market Penetration strategy)

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Q1) b)

STATE WHETHER THE FOLLOWING STATEMENTS ARE TRUE OR FALSE (ANY 7)

1. Business models are Tangible in nature.
2. Differentiation process aims to divide all buyers in two markets of different groups which focus on their needs offering.
3. Factors to be considered while Segmentation are - Similarity, Exclusivity, Relevance
4. Scale value reflects the synergies between the offerings in the company & product line.
5. Vertical integration is favored to seek control on key aspects of value delivery chain.
6. The approach is to develop the same offering for both customers which is called as one for each strategy
7. Monetary incentives aim to reduce an offerings cost by providing customers with a monetary inducement to purchase the offering.
8. Pragmatists view technology innovation as a productivity tool.
9. Pioneers are the products which are first ones to reach the hands of customers.
10. The price strategy where the company offers a price even below cost to increase the sales of products and services is called the loss leader pricing

Q2)

a) Briefly Describe GSTIC Model. (7)

b) Explain the 7 tactics of Marketing. (8)

OR

c) Describe marketing as (i) Art (ii) Science (iii) Business discipline (iv) Value creation process. (8)

d) Explain Top Down and Bottom Up Business Model Generation. (7)

Q3)

a) Explain the factors to be considered while Segmenting the market. (7)

b) Explain One for all strategy and One for each strategy (8)

OR

c) Define positioning and Describe the role of strategic positioning. (7)

d. Explain Collaboration and levels of strategic collaboration (8)

Q4)

a) Explain Factors affecting product and service decisions. (8)

b) Describe Moore's model of Adoption of new technology. (7)

OR

c) Explain product line management to gain and defend market position (8)

d) Explain Individual and Umbrella branding with examples (7)

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Q5)

a) Briefly the major approaches to strategic pricing. (7)

b) Explain the methods to determine promotion expenditure (8)

OR

Q5)

ATTEMPT ANY 3 SHORT NOTES (15)

1. Hybrid channel of distribution
2. Channel coverage
3. Drawbacks of a Pioneer
4. Slotting allowance and stocking allowance
5. Steal- Share Strategy

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All Questions are compulsory
Each question carries equal marks

Marks: 75 **Duration: 2.5 Hrs**

Q.1A) Select the correct option; (Any 8 out of 10) **08 marks**

1. Type _____ personality people are less prone to stress.

a. A
b. B
c. C
d. D

2. Anxiety is a form of _____.

a. Diagnose
b. Trauma
c. Disorder
d. Disability

3. Chronic stress lasts for _____.

a. Short term
b. Medium term
c. Very short term
d. Long term

4. _____ is an art and has techniques to make the respiratory organs to move and expand intentionally, rhythmically and intensively.

a. Mindfulness
b. Time management
c. Pranayama
d. Visual imagery

5. Eustress is a _____ stress.

a. Negative
b. Positive
c. Null
d. Reactive

6. Stress audit may lead to a _____.

a. Health issue
b. Frustration
c. Career coaching
d. Irritability

7. Digestive disorder is an example of _____ response to stress.

a. Psychological
b. Behavioural
c. Physiological
d. Cognitive

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8. _____ may include reduced ability to concentrate, think clearly or remember accurately.

a. Behavioural responses
b. Cognitive responses
c. Physiological responses
d. Psychological responses

9. The _____ stage can be referred to as the gateway towards burnout or stress overload.

a. Alarm
b. Resistance
c. Initial
d. Exhaustion

10. The alarm reaction stage of the GAS prepares a person to respond to the stressor they are experiencing. This is often known as a, _____ response.

a. Fight or flight
b. Physiological
c. Cognitive
d. Behavioural

Q.1A) State whether the following True or false: (Any 7 out of 10) (07 Marks)

1) Technology can be both, stressor as well as stress buster.
2) Deep breathing and yoga are examples of physical stress management techniques.
3) During our primary appraisal of a stressor, we evaluate our coping strategies.
4) A person who believes that their success is the result of their own effort would be described as having an external locus of control.
5) Employees who survive in high-demand environments are described as "resilient".
6) Men are twice as likely as women to have generalized anxiety disorder.
7) Rethinking your expectations may help you cope with stress.
8) The causes of stress are essentially the same for everyone.
9) Stress is always a negative, harmful emotion.
10) Chronic stress can contribute to depression.

Q.2 A) "There are several consequences of Stress." – Make a list. (08 Marks)

Q.2 B) What are the various features of stress? (07 Marks)

OR

Q.2 C) What are the various types of Stress? (08 Marks)

Q.2 D) What are the potential sources of stress? (07 Marks)

Q.3 A) What is time management? Explain its importance in managing stress. (08 Marks)

Q.3 B) What are the pre-requisites of a stress free life? (07 Marks)

OR

Q.3 C) What is anxiety? Explain various types of anxieties. (08 Marks)

Q.3 D) What role can organizations plays to reduce the stress levels of individual? (07 Marks)

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Q.4 A) Explain the stages of GAS- Generalised Adaptation Syndrome. (08 Marks)

Q.4 B) What are the primary, secondary and tertiary levels of stress management interventions? (07 Marks)

OR

Q.4 C) what are the benefits of meditation? (08 Marks)

Q.4 D) Discuss the role of mindfulness, music and non-violence in stress control. (07 Marks)

Q.5 A) Explain the phases of Stress audit process. (08 Marks)

Q.5 B) "As workers try to cope with everyday stress at work they are often confronted with additional stress posed by technology." - Do you agree? Justify your agreement or disagreement. (07 Marks)

OR

Q.5 Write Short Notes on **(Any THREE out of FIVE)** (15 marks)

1) Eustress
2) Burnout
3) Work-life balance and stress
4) Biofeedback as a technique of stress management
5) Transactional model of stress management

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