**Marketing Strategy**

# June 2022 Examination

# Q1. What are the steps involved in competitive positioning strategy? (10 Marks)

# Answer 1.

# Introduction

Competitive positioning is a strategy that includes the marketing team's trying to distinguish a brand from its competition. It contributes to multiply product value, client retention, and multiplied sales. Every business seeks extra customers and, as a result, extra sales. Marketers create a variety of techniques to achieve positive objectives. They adjust antique strategies and develop new ones. The primary detail of attracting new clients is the advantages that one company can provide that others cannot. As a result, corporations ought to provide specific and Its Half solved only

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# Q2. What are the ways through which the pricing strategy can be matched with value proposition? (10 Marks)

# Answer 2.

# Introduction

The organization should ship a compelling message to the market to match the charge method with the sturdy idea. The products should be commensurate with the price, and the services have to be notable. The cost offer ought to be there, as well as operational efficiency and price competitiveness. The pricing is neither too high nor too cheap, but it's miles ideally in line with the product's worth. Clients get hold of the wrong effect approximately the products when it's far priced low. The pricing approach necessitates giving precise services to the proper customers. It

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# Q3a. What strategies are required to attract customers? (5 Marks)

# Answer 3a.

# Introduction

Customers are the lifeblood of our business; accordingly, improving patron happiness is vital. Customer churn is unavoidable, but the right food entrepreneurs will keep repeat purchasers. It expenses almost five instances as a lot to acquire a new client as it does to keep a current one.

**Q3b. Explain BCG matrix with an example. (5 Marks)**

**Answer 3b.**

**Introduction**

To be successful in business, strategic planning is wanted. As a result, the Boston Consulting organization has created a portfolio of product portfolios, additionally known as a boom matrix, to help companies with lengthy-term strategic planning. It assists companies in analyzing