

**M.B.A. (GEN.) / M.B.A. (HR) / M.B.A. (IT) / Semester - IV (2012
COURSE)(CHOICE BASED CREDIT SYSTEM)/ M.B.A. (FM)
Semester - IV (2013 (CHOICE BASED CREDIT SYSTEM) :
SUMMER - 2019**

SUBJECT: ELECTIVE – VII STRATEGIC MARKETING (MM)

Day: Friday
Date: 03/05/2019

S-2019-2290

Time: 02.00 PM TO 05.00 PM
Max. Marks: 60

N.B.:

- 1) Attempt **ANY THREE** questions from **SECTION I**
 - 2) Attempt **ANY TWO** questions from **SECTION – II.**
 - 3) Figures to the right indicate **FULL** marks
Answers should be written in **SAME** answer book.
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SECTION – I

- Q.1** How strategic marketing decisions are dependent upon business environmental analysis? (10)
- Q.2** What are the determinants of a strategic options? List and elaborate. (10)
- Q.3** “Conducting marketing productivity and functional audit is a must for doing a good business.” Comment. (10)
- Q.4** Compare corporate strategy with marketing strategy. (10)
- Q.5** Write short notes on any **TWO** (10)
- a) Mega marketing
 - b) Bench marking
 - c) Levels of strategy operations

SECTION - II

- Q.6** What are the consideration while analyzing comparative markets? Explain market strategic terms – Market leader, Challenger and Follower for auto mobile industry. (15)
- Q.7** “Over the period of past 30 years, the marketing game has become challenging in the world.” Comment. (15)
- Q.8** What is brand differentiation strategy? How can be it used for product positioning? Explain with examples. (15)

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