

**S.D.E.**  
**M.B.A. Sem-III (2013 Course) : SUMMER - 2019**  
**SUBJECT: ELECTIVE – II: STRATEGIC MARKETING**  
**(MARKETING MANAGEMENT)**

Day: Tuesday  
Date: 21/05/2019

**S-2019-5036**

Time: 10.00 AM TO 1.00 PM  
Max. Marks: 70

**N.B.:**

- 1) Attempt any **FOUR** questions from Section- I and any **TWO** questions from Section – II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SAME** answer book.

**SECTION-I**

- Q.1** Why is Strategic Marketing Management so important to a marketer? Justify your answer. **(10)**
- Q.2** What do you understand by ‘Market leader and Market follower strategies? Explain giving examples. **(10)**
- Q.3** ‘Brand strategy decision and Brand repositioning decision are very critical to marketers’. Do you agree? **(10)**
- Q.4** ‘Strategic decision making consists of : **(10)**  
i) Analysis ii) Choice and  
iii) Implementation’.  
Elaborate giving examples.
- Q.5** Write short notes on Any **TWO**: **(10)**  
a) Competitor’s Analysis  
b) Multibrand Strategy  
c) Pricing

**SECTION-II**

- Q.6** Design a distribution strategy for effectively marketing consumer products of daily needs in rural areas of your state. **(15)**
- Q.7** Develop a strategic marketing plan for selling ecofriendly hybrid motor cars in a developing country like India highlighting their salient features. **(15)**
- Q.8** Owners of two international malls have approached you. They are located in the same market area of a city. As a consultant suggest strategic differentiation marketing plans to them. State your assumptions. **(15)**

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