

**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 - 2018**

SUBJECT: Elective-VII STRATEGIC MARKETING

Day: **Saturday**
Date: **12/05/2018**

S-2018-1913

Time: **02.00 PM TO 05.00 PM**
Max Marks: 100

N.B:

- 1) Attempt any **FOUR** as out of **FIVE** from Section-I.
 - 2) Attempt any **TWO** as out of **THREE** from Section-II.
 - 3) Figures to the right indicate **FULL** marks.
 - 4) Both the sections should be written in **SEPARATE** answer books.
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SECTION-I

- Q.1** What is Strategic marketing? What is its role in customer satisfaction in the present global environment? (15)
- Q.2** Compare and explain strategic marketing strategies and tactical marketing strategies with suitable examples from manufacturing or service sector. (15)
- Q.3** What is positioning? Discuss with examples the various positioning strategies followed by businesses today. (15)
- Q.4** What are the tools of strategic marketing? How do they help in acquiring competitive advantage in the fierce competition? (15)
- Q.5** Define Marketing Audit. What are the essential characteristics of Marketing Audit? How is it carried out? (15)

SECTION-II

- Q.6** Outline some strategies for UBER to expand its base in India. (20)
- Q.7** Retailers of apparel are facing tough competition from online players like Myntra, Jabong, etc. Suggest some strategies for retailers to tackle this competition. (20)
- Q.8** You are the marketing manager of a Herbal Pest Control firm. Design a marketing strategy for your herbal pest control service. (20)

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