

S.D.E.

M.B.A. SEM-III (2013 COURSE) : SUMMER - 2018
SUBJECT: Elective-II: STRATEGIC MARKETING
(Marketing Management)

Day: **Saturday**
Date: **23/06/2018**

S-2018-4399

Time: **10.00 A.M. TO 1.00 P.M.**
Max Marks: 70

N.B:

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

- Q.1** What do you mean by “Strategic Marketing”? How are the marketing strategies designed to gain higher market share, explain with suitable example? **(14)**
- Q.2** Discuss Porter’s approach to competitive advantages analysis. **(14)**
- Q.3** What is meant by market leader strategy? Explain giving examples. **(14)**
- Q.4** What is Niche marketing? Comment on the strategies for market niche. **(14)**
- Q.5** Write short notes on any **TWO** of the following: **(14)**
- a) Competitive Advertising
 - b) Market Segmentation
 - c) Competitive Pricing

SECTION-II

- Q.6** Computer institute from your town wants to expand its business in nearby area. Prepare suitable strategic marketing plan for institute. **(14)**
- Q.7** Critically comment on new product development process with example. What could be the reasons for failure of new product line? **(14)**
- Q.8** ‘AIC’ is an American life insurance selling company doing its business at global level. AIC has plans to enter in Indian market with various new insurance policies suitable for Indian market. But present insurance market in India is fully crowded with large number of players. Before starting business in India, AIC wants to make market situation analysis. As a marketing manager of AIC how will you do the market situation analysis? **(14)**

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