

**S.D.E.**  
**M.B.A. Sem-III (2013 Course) : WINTER - 2018**  
**SUBJECT: ELECTIVE – II: STRATEGIC MARKETING**  
**(MARKETING MANAGEMENT)**

Day: Wednesday  
Date: 12/12/2018

**W-2018-4568**

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 *SEPARATE answer book*

**SECTION-I**

- Q.1** Define ‘Strategic Marketing’ and explain its concept with the help of (10) examples.
- Q.2** ‘Competitors’ Analysis is always advantageous while formulating our (10) company’s strategic marketing policy’. Do you agree? Justify your answer.
- Q.3** Explain what do you understand by (10)
- i) Line extension
  - ii) Brand extension and
  - iii) New brands strategies
- Q.4** What are Market Challenger strategies? (10)
- Q.5** Write short notes on Any **TWO**: (10)
- a) Marketing –Mix strategies
  - b) Strategy for Market Followers
  - c) Hold and Milking strategy

**SECTION-II**

- Q.6** Explain how and why strategic marketing policy differs in case of rural as (15) against urban markets in a developing country like India?
- Q.7** A newly started ‘Farm Crop Insurance Company wants to strengthen its base (15) in rural areas. Suggest strategic promotional plans for the company stating your assumptions and reasoning.
- Q.8** Design a strategic differentiation marketing plan for selling fresh vegetables (15) and fruits through internet in your city. State your assumptions.

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