

**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) : WINTER - 2017**

**SUBJECT: Elective-VII: STRATEGIC MANAGEMENT  
(MM)**

Day: **Thursday**  
Date: **23/11/2017**

**W-2017-1797**

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

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**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** Define and explain strategic marketing and its importance in the changing domestic and global market. (15)
- Q.2** Explain with examples strategic marketing and tactical marketing. How do they help an organization to face the dynamic environment? (15)
- Q.3** What is Segmentation? Explain the bases of segmentation and its benefits to a business organization? (15)
- Q.4** What is SWOT analysis? How does it help an organization in formulating its marketing strategy? Give examples. (15)
- Q.5** What is Marketing Control? What are the various types of Market Control measures? (15)

**SECTION-II**

- Q.6** Develop the Marketing Strategy for launching a new Mobile Wallet in the Indian market. (20)
- Q.7** Ola Cabs has been in the news for having low supply versus excess demand. What should they do to deal with this problem? (20)
- Q.8** Design the STP for a new packaged juice brand to be launched in India. (20)

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