

S.D.E.

M.B.A. SEM-III (2013 COURSE) : WINTER - 2017

**SUBJECT: Elective-II: STRATEGIC MARKETING
(Marketing Management)**

Day: **Thursday**
Date: **28/12/2017**

W-2017-4208

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”? Explain its Nature and Scope. **(14)**
- Q.2** What are fragmented markets? How do they differ from Declining markets? **(14)**
- Q.3** Discuss Porter’s three generic strategies and their relevance, to marketing strategy. **(14)**
- Q.4** What are the various strategies for market challengers? Explain with suitable example. **(14)**
- Q.5** Write short notes on any **TWO** of the following: **(14)**
- a) Niche marketing
 - b) Role of sales promotion in competitive marketing
 - c) The competitive information system (CIC)

SECTION-II

- Q.6** Do you feel pricing strategies can be adopted for gaining competitive advantages. Justify your answer. **(14)**
- Q.7** Select product of your choice which is the last of Product Life cycle and suggest suitable marketing strategies for it. **(14)**
- Q.8** Many cellular companies (Airtel, Idea, Vodafone, etc.) are facing heavy competition from Reliance Jio. Considering the competition suggest the strategies to such other companies to counter competition from Reliance Jio. **(14)**

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