

S.D.E.

M.B.A. SEM-IV (2010 COURSE)(3 YEAR COURSE) :

WINTER - 2017

SUBJECT: a) ELECTIVE – II : STRATEGIC MARKETING
(Marketing Management)

Day: **Wednesday**
Date: **20/12/2017**

Time: **02.00 P.M. TO 05.00 P.M.**
Max Marks. 70

W-2017-4278

N. B.

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

- Q.1** What are the market niche strategies? Explain the advantages and the limitations of those strategies. (10)
- Q.2** Explain in detail the role of sales promotion in competitive marketing. (10)
- Q.3** What are competitive marketing strategies? How those are useful for protecting and expanding market share. (10)
- Q.4** What are competitive marketing strategies? Explain how those are useful for emerging industries. (10)
- Q.5** What is Industrial Segmentation? Explain in detail bases of industrial segmentation. (10)
- Q.6** Write short note on **ANY TWO** (10)
- a) Product differentiation & brand positioning
 - b) Industry segmentation & competitive advantage
 - c) Market Situation analysis
 - d) Declining industries & fragmented industries.

SECTION - II

- Q.7** Volvo is an automobile company wants introduce their electric cars in India. How you will do the situation analysis for their electric cars in the Indian market. (15)
- Q.8** Gillette has introduced a new shaving razor vector plus in Indian market. Design a promotion strategy for the razor. (15)
- Q.9** The market leader Air India is losing its market share in the civil aviation industry. Suggest the strategies to defend its position (15)

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