

[Total No. of Questions - 10] [Total No. of Printed Pages - 2]
(2063)

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M.B.A. 3rd Semester Examination

Strategic Marketing

MM-023

Time : 3 Hours

Max. Marks : 60

The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary continuation sheet will be issued.

Note : Attempt any five questions. All Questions carry equal marks.

1. Define strategic marketing. Differentiate it from marketing management. (12)
2. What is the BCG matrix and how is it used? (12)
3. What are the four main dimensions of the external environment? How do they relate to the marketing environment? (6+6)
4. What are the key competitive strategies for market leaders and followers? (12)
5. In case of consumer nondurables, a company usually follows a blend of advertising and promotion to achieve some of the marketing objectives. If you are the decision maker, how will you decide the relative importance of these two instruments? On what factors such a decision will be based? (6+6)
6. What are the stages of the product life cycle? What strategy is employed at each stage? (4+8)

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7. A company wishes to launch a new tooth paste which can effectively prevent cavities and teeth decay. But the tooth paste market is highly crowded with multiple brands. Assume you were to evolve a marketing communication strategy, which appeal will you use and why? (12)
8. How do small companies compete against industry leaders in a highly competitive environment? (12)
9. What are the feature of "Guerila Marketing"? In which circumstances the "De-Marketing" is necessary? (6+6)
10. How does the company decide whether it will follow the policy of having an independent strategy or will follow the policy of its being primarily determined by competitor's strategy? (12)