

SVKM's NMIMS
NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme: DMM/PGDMM

Examination: April 2018
Subject: Marketing Strategy

Semester: II
Course : New
Marks : 70
Time: 11.00 a.m. to 2.00 p.m.

Date: 21.4.2018

Instructions:

1. Answer to each new question to be started on a fresh page.
2. Figures in bracket indicate full marks.

Q.1) Attempt any 2 out of 4

(Marks: 2X5=10)

- a) Explain with examples the concept of Targeting.
- b) What do you understand by Top-down and Bottom-up approach?
- c) Giving examples, how would you explain Market Followers?
- d) Explain the strategies you would follow in Entry stage of PLC.

Q.2) Write Short Notes on any 2 out of 5

(Marks: 2X5=10)

- a) Market Penetration
- b) Elements of any strategy
- c) SBU
- d) Macro Environment
- e) Generic Strategies

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) How would you move from Corporate Strategy to Marketing Strategy?
- b) Explain the Competitive Forces which shape Strategy.
- c) What are the strategies open to you as a Market Leader?
- d) What are the various types of branding strategies you are aware of?
- e) Explain the process of determining the Positioning Strategy.

Q.4) Attempt both the questions

(Marks: 2X10=20)

- a) What are the advantages and disadvantages of Brand Extension?
 - b) Explain the concept of Value Creation.
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