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
   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.
   (Marks: 2X5=10)

Q.2) Write Short Notes on any 2 out of 5
   a) Market Penetration
   b) Elements of any strategy
   c) SBU
   d) Macro Environment
   e) Generic Strategies
   (Marks: 2X5=10)

Q.3) Attempt any 3 out of 5
   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.
   (Marks: 3X10=30)

Q.4) Attempt both the questions
   a) What are the advantages and disadvantages of Brand Extension?
   b) Explain the concept of Value Creation.
   (Marks: 2X10=20)