

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

Programme: DMM/PGDMM

Examination: June 2017  
Subject: Marketing Strategy

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

**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 Positioning with examples.
- b) What do you understand by Diversification?
- c) Giving examples, how would <sup>you</sup> explain Market Pioneers?
- d) How would compete in a maturity stage of PLC?

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

**(Marks: 2X5=10)**

- a) Branding
- b) 4 A's of Marketing Strategy.
- c) Strategic Intent
- d) Intensive Strategy
- e) PIMS Model

**Q.3) Attempt any 3 out of 5**

**(Marks: 3X10=30)**

- a) What do you mean by Segmentation and Targeting?
- b) When would you use BCG Matrix and what strategies could be developed from the analysis?
- c) How does Mckinsey 7-S model define the organizational philosophy and direction? Describe the framework with examples.
- d) Explain the various Pricing Strategies which can be used by Marketers.
- e) What are the factors influencing Branding Strategies?

**Q.4) Attempt both the questions**

**(Marks: 2X10=20)**

- a) As an entrant in a new market, which component of the business environment would you consider to be most threatening/challenging and why?
  - b) Briefly describe the various types of Growth Strategies with examples available to a marketer.
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