

SVKM's NMIMS
School of Distance Learning

Programme: PGDMM	Semester: I
Academic Year: 2012-13	Course: New
Subject: Marketing Strategy	Marks: 50
Date: 6.1.2013	Time: 3:00p.m to 5:00p.m

Instructions:

Candidates should read carefully the instructions printed on the question paper and on the cover of the Answer Book, which is provided for their use.

NB:

1. Answer to each new question to be started on a fresh page.
2. Figure in brackets indicates full marks.

1. Attempt any 2 out of 5 (Discuss) **Marks: 10**

- a) SWOT Analysis
- b) Reasons for Poor Strategic Planning
- c) 4 A's of Marketing
- d) Brand Equity and Brand Image
- e) Cultural Practices in Different Countries

2. Write short notes on any 2 out of 5 **Marks: 10**

- a) Mission Statement in Business
- b) Industry Life Cycle Strategies
- c) Market Leader Strategies
- d) Reasons for Pursuing Growth Strategies
- e) Ansoff's Matrix

3. Attempt any 3 out of 6 **Marks: 30**

- a) Explain Michael Porter's five forces Model.
- b) Explain Integrative strategies with reference to Vertical and Horizontal Integration.
- c) What is value chain analysis and briefly state the process of Chain Analysis.
- d) Explain Malcolm Bladrige and Mc Kinsey 7S Model.
- e) Explain various factors affecting Pricing Strategy.
- f) Answer the question given after Case Study.

Subhiksha (prosperity in Sanskrit) began with a single grocery store at Chennai in 1997. Subhiksha stores increased from 50 in 2000 to 140 by 2002-03 (spread across 30 towns in Tamilnadu) to 670 by 2006-07 to 1650 by September, 2008. Its early success was due to its

