

SVKM's NMIMS
School of Distance Learning

Programme: PGDMM

Academic year: 2012 – 2013

Subject: Marketing Strategy

Semester: II

Course New

Marks 70

Date: 11.01.2013

Time: 11.00 a.m. to 2.00 p.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 4 (short notes)

Marks: 10

- a) Mission Statement of Business
- b) Types of Competitors in an Industry
- c) Industry Life Cycle Strategies
- d) Factors Influencing Branding Strategies

2. Write short notes on any 2 out of 5

Marks: 10

- a) Explain Strategy and its features.
- b) 4A's of Marketing
- c) BCG Matrix
- d) Brand Equity and Brand Image
- e) Customer Value Creation

3. Attempt any 3 out of 5

Marks: 30

- a) Explain Michael Porter's five forces Model.
- b) What is value chain analysis and briefly state the process of Chain Analysis.
- c) Explain the strategies adopted by Market follower and Market Challenger Strategies.
- d) Explain Integrative strategies with reference to Vertical and Horizontal Integration.
- e) What are the various Pricing Strategies used by various types of Industry? Support your answer with examples.

