

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

Programme: PGDMM (For Employees of Max Life Insurance)

Academic year: 2013 – 2014

Semester: II – RE-EXAM

Subject: Marketing Strategy

Marks : 50

Date: 18.12.2013

Time: 3.00 p.m. to 5.00 p.m.

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**Instructions:**

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

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**Q. 1) Write short notes on (any 2 out of 4)**

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

- a) PEST Analysis
- b) 4 A's of Marketing
- c) Advantages of Value Chain Analysis
- d) Definition and Nature of Strategy

**Q. 2) Write short notes on (any 2 out of 5)**

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

- a) BCG Matrix
- b) Mission and Vision Statements of a Business
- c) Consumer Oriented Marketing Strategies
- d) PIMs Model
- e) Aims and Objectives of Competitive Strategies

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

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

- a) Explain Malcolm Balridge model and McKinsey's 7-S Model.
- b) Explain the Strategic Options for Growth Markets.
- c) Explain the Consumer and Competition Oriented Strategies.
- d) Explain Michael Porters Five Forces Model.
- e) Explain the Concept of Segmentation.

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