SVKM's NMIMS
School of Distance Learning

Programme: PGDMM

Academic year: 2012 – 2013
Subject: Marketing Strategy

Date: 16.07.2012

Semester: II
Course New
Marks 70
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 (Discuss) **[Marks: 10]**

   a) SWOT Analysis
   b) Reasons for Poor Strategic Planning
   c) Michael Porters's Generic Strategies
   d) Cultural Practices in different countries

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

   a) Vision Statement of Business
   b) Brand Identity and Brand Equity
   c) Concentric and Conglomerate Diversification
   d) Types of Positioning
   e) Merits and Demerits of Brand Extension

3. Attempt any 3 out of 5 **[Marks: 30]**

   a) Explain the Internal and External Environment of Business?
   b) Explain the strategies adopted by Market leader and Market follower?
   c) Explain Growth Expansion strategies with reference to Ansoff's Matrix?
   d) Explain Malcolm Bladrige and Mc Kinsey 7S Model?
   e) Explain various factors affecting Pricing Strategy?

4. Answer the following questions: (Case Study) **[Marks: 20]**

P.T.O

Meters Limited is a company engaged in the designing, manufacturing, and marketing of instruments like speed meters, oil pressure gauges, and so on, that are fitted into two and four wheelers. Their current investment in assets is around Rs. 5 crores and their last year turnover was Rs. 15 crores, just adequate enough to breakeven. The company has been witnessing over the last couple of years, a fall in their market share prices since many customers are switching over to a new range of electronic instruments from the range of mechanical instruments that have been the mainstay of Meters Limited.

The Company has received a firm offer of cooperation from a competitor who is similarly placed in respect of product range. The offer implied the following:
(i) transfer of the manufacturing line from the competitor to Meters Limited;
(ii) manufacture of mechanical instruments by Meters Limited for the competitor to the latter's specifications and brand name; and
(iii) marketing by the competitor.

The benefits that will accrue to Meters Limited will be better utilization of its installed capacity and appropriate financial compensation for the manufacturing effort. The production manager of Meters Limited has welcomed the proposal and points out that it will enable the company to make profits. The sales manager is doubtful about the same since the demand for mechanical instruments in shrinking. The chief Executive is studying the offer.

a. What strategy should Meters Limited adopt? (8 Marks)
b. What is expansion strategy? What are the implications for Meters Limited in case it is adopted? (7 Marks)
c. If you are the CEO, what would you suggest to Meters Limited? (5 Marks)

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