

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

Programme: PGDMM (For Employees of Max Life Insurance)

Academic year: 2014 – 2015

Subject: Marketing Strategy

Date: 18.06.2014

Semester: II - RE-EXAM

Marks : 50

Time: 3.00 p.m. to 5.00 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) Write Short Notes on (any 2 out of 4) (Marks: 2 X 5 = 10)

- a) SWOT Analysis
- b) Market Leader Strategies
- c) Brand Extension
- d) Strategy & Tactics

Q. 2) Write Short Notes on (Any 2 out of 5) (Marks: 2 X 5 = 10)

- a) BCG Matrix
- b) Segmentation Basis
- c) The Four Perspective of Strategy Mapping
- d) McKinsey's 7-S Model
- e) Pricing Objectives

Q. 3) Attempt (any 3 out of 6) (Marks: 3X10 =30)

- a) Explain Growth / Expansion Strategy
- b) Explain Value Chain Analysis in detail
- c) Explain the Procedure for setting the price.
- d) Explain the concept Target Marketing with example.
- e) Explain Industry Life Cycle Stages and Company's marketing strategy
- f) Explain Generic Strategy in Detail