

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

Programme: PGDMM (For Employees of Max Life Insurance)

Examination: December 2014

Subject: Marketing Strategy

Date: 30.12.2014

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.

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

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

- a) Corporate Strategy vs. Marketing Strategy with examples
- b) Cost leadership versus Differentiation
- c) Strategy for cash cows in BCG model
- d) Strategy vs. Tactics in Marketing with examples

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

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

- a) PEST analysis
- b) Value chain analysis
- c) Market Challenger Strategies
- d) Market Segmentation Basis
- e) SWOT Analysis

**Q. 3) Attempt (any 3 out of 6)**

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

- a) What is company positioning and brand positioning? How are they different?
- b) Explain why would you use brand extensions with valid examples.
- c) Explain growth strategies with the help of Ansoff's matrix.
- d) Explain the Mckinsey's 7S model.
- e) What do you understand by Price Setting? Explain any two methods.
- f) What are the strategies adopted by a Market Leader?

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