

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

Programme: DMM/PGDMM

Examination: December 2014  
Subject: Marketing Strategy

Date: 05.01.2015

Semester: II  
Course : New  
Marks : 70  
Time: 11.00 a.m. to 2.00 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 (Attempt any 2 out of 4) (Marks: 2X5=10)**

- a) Target Marketing
- b) McKinsey's 7-S Model
- c) Mission
- d) Planning and Strategy

**Q.2) Explain any two of the following: (Marks: 2X5=10)**

- a) Bargaining Power of Buyers
- b) Industry Life Cycle Model
- c) Market Challenger Strategies
- d) Brand Identity
- e) Pricing Objectives

**Q.3) Attempt any 3 out of 5 (Marks: 3X10=30)**

- a) What is Diversification? Discuss reasons and types of Diversification.
- b) Explain the concept of brand extensions, discussing relevant examples.
- c) Discuss Malcolm Baldrige Model of Excellence.
- d) Discuss the process of Price Setting.
- e) Elaborate Growth/Expansion Strategies for organizations.

**Q.4) Attempt both the questions (Marks: 2X10=20)**

**Case: Brand Extension Failure: Frito Lay Lemonade**

Frito-Lay is the leading brand of salty snacks in the United States. And what do people want to accompany a salty snack? A thirst-quenching, soft drink. So what could be a better idea than Frito-Lay Lemonade? Although it may have been seen like a logical brand extension Frito-Lay Lemonade bombed.

