

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

Programme: PGDMM (For Employees of Max Life Insurance)

Examination: June 2015  
Subject: Marketing Strategy  
Date: 19.06.2015

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: 2X5=10)**

- a) Desirable qualities of a brand name
- b) Geo-demographic segmentation
- c) Elements of a strategy
- d) Business Environment

**Q.2) Write Short Notes on any 2 out of 5.**

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

- a) Basic targeting strategies
- b) BCG Matrix
- c) Market Challenger Strategies
- d) SWOT analysis for AIR INDIA
- e) Diversification strategies

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

**(Marks 3X10=30)**

- a) Under what conditions, as per the Porter's Five Forces Model, a supplier's bargaining power will be high?
- b) What are the advantages and limitations of value-chain analysis?
- c) Discuss advantages and disadvantages of Vertical Integration.
- d) Describe Malcolm Baldrige Model
- e) Differentiate between the Double Branding Strategy and the Endorsement Branding Strategy, giving suitable examples.
- f) What are various Pricing Objectives?

\*\*\*\*\*