

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

Programme: DMM/PGDMM

Examination: June 2016
Subject: Marketing Strategy

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) Attempt any 2 out of 4 **(Marks: 2X5=10)**

- a) Explain the concept of Macroenvironment .
- b) Explain the concept of Cost Leadership with suitable examples .
- c) Explain the concept of Ansoff's Matrix with suitable examples .
- d) State and explain the nature of marketing strategy .

Q.2) Write Short Notes on any 2 out of 5 **(Marks: 2X5=10)**

- a) BCG Matrix
- b) McKinsey's 7-S Model
- c) Mission of the organization
- d) The 4A's-steps for successful marketing campaign
- e) Demographic Segmentation

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

- a) What Strategies should a firm follow in each of 'Emerging' and 'Growth' stages of its industry life cycle?
- b) Explain various pricing objectives and actions taken by companies with respect to them .
- c) Discuss the role of PIMS Model in the marketing parlance .
- d) Explain the concept of Porter's five force model with suitable examples .
- e) Explain the concept of brand extension with suitable examples?'

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

- a) Segmenting, Targeting, Positioning and Differentiation are the four pillars of the marketing strategy of a firm. Discuss this fact with suitable examples .
- b) State and explain various branding strategies used by companies to make their products successful in the marketplace .
