

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

Programme: DMM/PGDMM

Examination: December 2016

Subject: Marketing Strategy

Date: 17.12.2016

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 elements of a strategy.
- b) What is your understanding of PEST analysis?
- c) Explain Price Skimming and Penetration pricing with relevant examples
- d) What are the reasons for pursuing Growth strategies?

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

- a) SWOT Analysis
- b) Explain Segmentation with examples.
- c) Industry Life Cycle Model.
- d) Pricing Method
- e) Types of Diversification

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

- a) Enumerate on the Mckinsey 7S Framework.
- b) What are the types of Vertical Integration. Discuss its benefits and risks.
- c) Identify and discuss the factors that are important in determining the promotion mix for the following products:
 - i. Video tape recorder/player.
 - ii. Personal computer.
 - iii. Boeing 7E7 Dreamliner commercial aircraft.
 - iv. Residential homes.
- d) Explain the BCG Approach.
- e) "Evaluating marketing performance by using return-on-investment (ROI) measures is not appropriate because marketing is only one of several influences upon ROI." Develop an argument against this statement.

Q.4) Attempt both the questions

(Marks: 2X10=20)

- a) Describe Intensive Strategies with relevant examples.
- b) Explain some of the popular Positioning approaches.
