

M.B.A. (PT) DEGREE V SEMESTER EXAMINATION NOVEMBER 2012

SMP 2505 STRATEGIC MARKETING

Time: 3 Hours

Maximum Marks: 50

(5 × 10 = 50)

I. A. "Market oriented strategic planning is the managerial process of developing a viable fit between the organisation and changing marketing opportunities". Explain the statement.

OR

B. "The aim of strategic marketing planning is to shape the company's businesses and products so that they yield target profits and growth". Elaborate the statement.

II. A. What are SBUs? Discuss how resources are assigned to SBUs under BCG model.

OR

B. Explain market attractiveness-business strength model of business portfolio evaluation.

III. A. What do you mean by strategic planning gap? What options are available to the marketer to fill this gap?

OR

B. Discuss the marketing strategic planning process. Highlight the importance of SWOT analysis in the planning process.

IV. A. What are marketing strategies? Discuss the generic strategies that are suggested by Porter.

OR

B. Explain with examples STP strategy followed by marketers.

V. A. What is competitive advantage? Explain the strategic options available for sustainable competitive advantage.

OR

B. What is meant by competitive pricing? Discuss the various pricing strategies available to marketers.

