



MBA.F.III/11. 927

MBA DEGREE (FT) III SEMESTER EXAMINATION NOVEMBER 2011

SMS 2310 STRATEGIC MARKETING

Time : 3 Hours

Maximum Marks: 50

(5 x 10 = 50)

- I. A. Define strategic marketing. Explain the steps in strategic marketing process.
OR
B. What is a SBU? How will you analysis the SBU's for strategic marketing planning with the help of BCG matrix?
- II. A. Define branding. Discuss various branding options available to a marketer. What are its advantages and limitations?
OR
B. What do you mean by competitor analysis? What are the strategies used by market leaders to prevent competition in the market?
- III. A. What is market segmentation? How far market segmentation strategy effective in increasing market share for an established company?
OR
B. Discuss the role of marketing environment analysis in marketing strategy formulation.
- IV. A. Discuss the product, market features and product, price, promotion and distribution strategies to be followed at the different stages of the product life cycle.
OR
B. What is counter trade? Explain the role of counter trade as a pricing strategy in the international market.
- V. A. What is Integrated Marketing Communication (IMC)? Why companies prefer IMC? What are the factors to be considered while using IMC strategy?
OR
B. Define marketing channel? What are the channel options available to a Marketer? What factors are considered while formulating a marketing channel system?