

MBA (IB) DEGREE III SEMESTER EXAMINATION NOVEMBER 2010

SMI 2310 STRATEGIC MARKETING

Time: 3 Hours

Maximum marks : 50

(Each questions carries TEN marks)

(5 x 10 = 50)

- I. A). 'After analyzing market segments, customer interests and the purchase process, it's time to create the strategic marketing plan'. Discuss the relevance of this statement and briefly explain the stages involved in a strategic marketing planning process.
- OR**
- B) How is a marketing strategy different from marketing objective? Discuss in brief the sequence of steps involved in a marketing process.
- II A) 'To be successful today, your company must be become competitor-oriented'. Explain the significance of the above statement citing real life business examples and also discuss the risks involved in the absence of a robust competitor analysis.

OR

- B) 'Business is always changing and to maximize your business, you have to explore new markets and expand your business'. In the light of the above statement, explain various growth and expansion strategies in detail.
- III. A) 'Market challengers use a range of offensive/defensive strategies to attack/defend the market leaders and other competitors'. Substantiate the statement citing relevant business examples.

OR

- B) It is better to enter first to the market with a new product and become the market leader, or is it better to follow the market and mitigate costly mistakes? Cite ample evidence to support both approaches.
- IV A) When and how is a brand positioned? In what way a brand positioning different from Its repositioning? Discuss the reasons for repositioning of brands with suitable Indian business examples.

OR

(P.T.O)

