

VPM's
DR VN BRIMS, Thane
Programme: MMS (2014-16)
Forth Semester Examination April 2016

Subject	Strategic Marketing Management - 1		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages		Date	07.04.2016

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.

Q1) 20 Marks (Compulsory)

What is STPD? How is it useful in devising an effective marketing strategy? Explain with examples from the detergent industry?

Attempt Any FOUR from the Remaining SIX Questions

Q2) Write briefly any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Targeting
- b) Positioning
- c) Differentiation

Q3) Write a short note on any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Market Leader
- b) Market Challenger
- c) Market Follower

Q4) Answer any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What is Porters five forces model for competitive advantage?
- b) What is benchmarking?
- c) What is cost leadership strategy?

Q5) Write a short note on any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Niche Marketing
- b) Strategic competitive advantage
- c) Benefits of competitive analysis

Q6) Discuss any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Portfolio Analysis
- b) BCG matrix
- c) New product strategy

Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Explain the steps used in GE matrix.
- b) Write a note on “ Promotion mix”
- c) Write a note on “ Distribution channels”.