

**VPM's**  
**DR VN BRIMS, Thane**  
**Programme: PGDM (2016-18) (Marketing)**  
**PGDM Trimester V Examination December 2017**

|                                   |                           |                 |                   |
|-----------------------------------|---------------------------|-----------------|-------------------|
| <b>Subject</b>                    | <b>Marketing Strategy</b> |                 |                   |
| <b>Roll No.</b>                   |                           | <b>Marks</b>    | <b>60 Marks</b>   |
| <b>Total No. of Questions</b>     | <b>7</b>                  | <b>Duration</b> | <b>3 Hours</b>    |
| <b>Total No. of printed pages</b> | <b>1</b>                  | <b>Date</b>     | <b>22.12.2017</b> |

**Q1) Read the caselet and answer the question (Compulsory Question - 10 Marks)**

The Kelly Bottling Company, located in a large, urban city having a population of around 50 lakh people produced and marketed a line of carbonated beverages consisting mainly of flavoured soft drinks (not colas), soda water and sparkling water. They were sold in different types of packs and sizes to a wide variety of retailers who then sold it to the final consumers. How can the company expand its revenues by following the strategies outlined in the Ansoff's matrix?

**Q2) Read the caselet and answer the question (Compulsory Question - 10 Marks)**

Falling birth rates in many communities have caused declining revenues for the pediatric medicine departments of local hospitals. Because most hospitals must offer a full range of services, however, they cannot liquidate or divest off their pediatrics departments. If you were a hospital administrator, what alternative strategies might you pursue concerning your pediatrics department?

**Q3) On what basis would you segment the market for the following consumer products and services? Explain your reasoning. (Compulsory Question - 12 marks)**

- a. Lawn mowers.
- b. Frozen parathas
- c. Breakfast cereals.
- d. Financial services.

**Q4 Attempt Any FOUR from the following SIX Questions – 28 marks**

- (a) How can products be classified based on their newness to the market and to the firm?
- (b) Describe some of the strategies that can be followed by firms in declining markets
- (c) What are the strategic traps that a firm can encounter during the market transition from growth to maturity?
- (d) Explain the various components of a Competitor Analysis.
- (e) Explain Porter's Generic Competitive Strategies
- (f) What are the appropriate conditions for a Low Cost defender Strategy