

M. B. A. Examination.
Semester 4. April 2016.
Strategic marketing.

4781

Time : 2 hours 30 minutes.

Total Marks : 70.

1. Conceptualize strategy. Describe various components of strategies. (14)

Or

Describe role of marketing in formulating and implementing strategies.

2. Describe corporate scope, mission and vision. Also describe various corporate growth strategies. (14)

Or

Conceptualize corporate objectives. How to allocate corporate resources ?

3. How strategic business unit is different to business unit ? Describe generic strategies for businesses. (14)

Or

Describe " business strategies, business environment and business decisions "

4. Describe market attractiveness at macro and micro level with suitable examples. (14)

Or

Describe targeting, differentiation and positioning and their roles in strategic marketing.

5. Describe in detail annual plan control. (14)

Or

5. Describe strategic control. Also describe marketing audit.
