

M. B. A. Examination.
Semester 4. August 2020
4781. Strategic marketing.

24 AUG 2020

Time: 2 hours.

Marks: 70.

Q.1 Define strategy. Explain hierarchy of strategies. (18).

OR

Q.1 Differentiate strategy and policy. Explain the role of strategies in marketing.

Q.2 Explain Porter's generic strategies for business. (18).

OR

Q.2 Explain the concept of S. B. U.. Also explain business decisions and business environment influencing at business level.

Q.3 Define positioning. How positioning is useful in strategic marketing ? (17).
Describe the relationship of targeting and positioning.

OR

Q.3 Explain market attractiveness at micro and macro levels.

Q.4 Explain the concept of implementation and control of marketing strategies. Also explain profitability control. (17).

OR

Q.4 Write a descriptive note on annual plan control.
