

M. B. A. Examination.
Semester 4.
April / May 2015.
4781 — Strategic marketing.

Time : 3 Hours.
Total Marks : 70.

1. Define strategy. Explain hierarchy of strategies. (14)

Or

Explain in detail about role of marketing in formulating and implementing strategies.

2. Explain corporate scope, mission, vision and objectives in detail. (14)

Or

Explain how to gain competitive advantage.

3. What is strategic business unit ? Explain various business decisions for prospector, defender, analyzer and reactors in competition. (14)

Or

Explain different business strategies and the environment and business decisions.

4. What is targeting, differentiation and positioning ? Explain the role of targeting, differentiation and positioning in strategic marketing. (14)

Or

Explain in detail market attractiveness at macro and micro level.

5. Explain in detail profitability control and efficiency control. (14)

Or

5. Define marketing control. Explain how marketing control is useful in strategic marketing. Also explain plans for implementing marketing control with suitable example.
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