

Subject : Elective-II : Strategic Marketing (Marketing Management)

Day : Saturday
Date : 11/06/2016



Time : 10.00 AM TO 1.00 PM
Max Marks : 70 Total Pages : 1

N.B.

- 1) Attempt any **THREE** questions from Section – I and **TWO** questions from Section - II
 - 2) Figures to the right indicate **FULL** marks.
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SECTION - I

- Q.1** Define and explain the meaning of strategic marketing. (14)
- Q.2** What do you understand by competitive strategy, competition analysis and strategic options? (14)
- Q.3** Differentiation marketing is useful tool for ‘Strategic Marketing’. Do you agree? Justify your answer (14)
- Q.4** What is niche marketing? What are its advantages and limitations? Explain giving examples. (14)
- Q.5** What is meant by market leader and market follower strategies? Explain giving examples. (14)

SECTION - II

- Q.6** Can we adopt pricing strategy for competitive advantage? Discuss giving examples. (14)
- Q.7** Your lunch restaurant located in industrial and business area is vary popular. There is heavy rush during lunch hour There is no space available for expansion of the restaurant. Many customers are going away as you can not accommodate them. As a marketing consultant Suggest a competitive marketing plan so that your customers do not take their lunch at your competitors’ restaurants. (14)
- Q.8** You are the only supplier to TATA Motors for supplying engine protection unit. Recently there is a new entrant who has offered the same unit to TATA motors with 30% discount on your selling price. You are likely to lose this contract with TATA motors. What strategies will you adopt to ensure that you retain your contract with TATA Motors? (14)

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