

Roll No.

Total No. of Pages: 02

Total No. of Questions: 09

M.Sc (FMM) (Sem. – 3)
MARKETING STRATEGIES
Subject Code: MSFMM302-18
M Code: 76711
Date of Examination: 16-12-2022

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV. Each Sub-section contains TWO questions each, carrying TEN marks each.
3. Student has to attempt any ONE question from each Sub-section.

SECTION-A

1. Write briefly:

- a) Management
- b) Strategic alliance
- c) Positioning
- d) Product mix
- e) Direct marketing
- f) Liquidation
- g) Mission
- h) Internet marketing
- i) Balance scorecard
- j) Merger

SECTION-B

UNIT-I

2. Define marketing strategies, its need and importance.
3. Discuss the role of strategist. Discuss the steps involved in strategic marketing process.

UNIT-II

4. What is organizational analysis? Discuss the value chain analysis.
5. Describe Michael Porter's three generic strategies.

UNIT-III

6. Describe the targeting strategies in marketing.
7. Write in detail about the types of international strategies

UNIT-IV

8. Discuss the benefits of GE Multifactor portfolio strategic choice,
9. Explain the BCG Matrix and GE Business screen with the help of suitable diagrams.

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.