

Reg. No. _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
SIXTH TRIMESTER MBA DEGREE EXAMINATION JUNE 2018

MKT-T6-15 STRATEGIC MARKETING

Max. Marks: 60

Duration: 3 Hours

Part A

Answer all questions. Each question carries 2 marks

1. Give two differences between Corporate and Marketing Strategy.
2. State Generic strategies engaged by Companies.
3. Enlist the main components in Strategic Planning Process.
4. State the steps of Market Research.
5. List out any two forecasting methods.

(5x2 marks = 10 marks)

Part B

Answer any 3 questions. Each question carries 10 marks

6. "Integration of Marketing Strategies is of prime importance in FMCG Sector." Discuss.
7. Design a suitable Marketing Strategy for a leading foreign bank, planning to build itself into the Indian Rural Markets.
8. How is Timing of Exit and Entry of companies relevant in Strategic decision making?
9. Explain the different marketing strategies to be followed during the various stages of product- life cycle.
10. Critically examine the relevance of the portfolio models approach in marketing strategy development.

(3x10 marks = 30 marks)

Part C

Compulsory question, the question carries 20 marks

11. M/s Glaxo wants to segment the market for a possible extension of Horlicks into the infant nutrition market, which is dominated by Nestle.
 - a) What are the various competitive strategies to be engaged by M/s Glaxo to establish itself as a Leader in the Industry? (10)
 - b) Evaluate the criterion of market segmentation to be engaged by M/s Glaxo. (5)
 - c) Explain the main challenges to be faced by M/s Glaxo in the implementation of marketing strategies. (5)

(20 marks)
