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Total No. of Pages : 02

Total No. of Questions : 09

M.Sc.(SIM) (Sem.-3)
STRATEGIC MARKETING
Subject Code : PGS-203
M.Code : 22512

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A** is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** contains **FIVE** questions carrying **FIVE** marks each and students have to attempt any **FOUR** questions.
3. **SECTION-C** contains **THREE** questions carrying **TEN** marks each and students have to attempt any **TWO** questions.

SECTION-A

1. Write short notes on the following :

- a) What do you mean by “Strategic Marketing”?
- b) Highlight role of strategic planning in small businesses.
- c) What are secondary sources of marketing information?
- d) What do you mean by ethics in marketing?
- e) Identify features of a good brand strategy.
- f) Outline characteristic features of business buyer
- g) Describe purposes of undertaking competitor analysis.
- h) What are bases of market Segmentation?
- i) Outline characteristics of services.
- j) What is niche marketing?

SECTION-B

2. Explain alternative methods of organising marketing Department with illustrations.
3. Outline importance of monitoring marketing environment continuously. Describe characteristic features of important components of marketing environment.
4. Why is it important to monitor consumer buying behaviour? Identify factors influencing consumer buying behaviour towards a product.
5. Outline steps involved in the new product development process.
6. Identify distinctive features of international marketing.

SECTION-C

7. Critically examine salient features of various tools of marketing control commonly used in organisations with suitable illustrations.
8. What factors should be kept in mind while designing integrated marketing communication strategies? Describe important constituents of integrated marketing communication strategies by citing examples.
9. Highlight important marketing strategies to be pursued at various stages of the Product Life Cycle. Give examples in support of your answer.

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