

Total No. of Questions – 10]  
(2022)

[Total Pages : 2

**9179**

**M.B.A. Examination**

**STRATEGIC MARKETING**

Paper–MM-03

(Semester–III)

Time : Three Hours]

[Maximum Marks : 60

*The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.*

**Note :** Attempt *five* questions in all, selecting *one* question from each Unit. All questions carry equal marks.

**UNIT-I**

1. What is strategic importance and role of Marketing in present Business Scenario?
2. What is Market Situation Analysis? Explain the components in detail.

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## **UNIT-II**

- 3. Explain the competitive strategies for Market Leaders.**
- 4. What is market follower? Write a note on Market Nicher Strategies.**

## **UNIT-III**

- 5. Who are Market followers? Explain the strategies adopted by them.**
- 6. Write a note on designing and managing of services in present scenario.**

## **UNIT-IV**

- 7. Describe the strategy options available for working in Emerging Industries.**
- 8. What is the difference between customer orientation and market orientation? Why is it important to strike a balance between customer orientation and market orientation?**

## **UNIT-V**

- 9. What is Industry Segmentation? How is it necessary to obtain competitive advantage?**
- 10. Explain the role of Competitive pricing and Competitive advertising in gaining Competitive advantage.**