

Total No. of Questions – 10]  
(2062)

[Total Pages : 2

**9636**

**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 at least *one* question from each Unit.

**UNIT–I**

1. What is the role of market situation analysis in present business scenario? How is it conducted?
2. What is competitor analysis? Explain its objective and process.

**UNIT–II**

3. What is market leader? Explain the strategies of protecting market share versus expanding market share using suitable examples.

4. What are market follower strategies? Explain with suitable examples.

### **UNIT-III**

5. What are market nichers? Also explain market nicher strategies.
6. Explain the strategic role of designing and managing services in present scenario.

### **UNIT-IV**

7. Describe the strategy options available for working in declining industries.
8. What are the strategy challenges for working in emerging industries? Explain using suitable examples.

### **UNIT-V**

9. Why is it important to use industry segmentation? What is the relationship between industry segmentation and competitive advantage?
10. What is the role of sales promotion in competitive marketing? Explain.