NIZER- III (2013 Course) : WINTER - 2016

# Subject : Elective-II : Strategic Marketing (Marketing Management)

Day : Friday
Date : 16/12/2016

S.D.E. 33317

Time : 10.00 AM TO 1.00 PM
Max Marks : 70 Total Pages : 1

**N.B.**

1) Attempt any **THREE** questions from Section – I and **TWO** questions from Section - II
2) Figures to the right indicate **FULL** marks.

## SECTION - I

**Q.1** Indian economic environment is undergoing through dynamic change in the internal and external environment Prepare a market situation analysis for car industry. **(14)**

**Q.2** Market leader is always defensive in protecting its position. What strategies the market leader should undertake for defending its market share? Justify your answer with suitable example. **(14)**

**Q.3** Market challenger always aims at occupying leader's position in the market. Explain the various types of offensive strategies used by market challenger for achieving its goal. **(14)**

**Q.4** How does strategic marketing be used in entering global market? Elaborate with suitable example. **(14)**

**Q.5** Write short note on any **TWO** **(14)**

**a)** Market follower strategy
**b)** Market Nichers strategy
**c)** Strategies in declining industry
**d)** Competitors' strategies.

## SECTION - II

**Q.6** TATA Motors had introduced NANO car in the market in recent past Evaluate the product differentiation and product positioning strategies for the same **(14)**

**Q.7** Market growth rate in the FMCD market is slowing down. Suggest strategies when the marketing growth rate is declining. **(14)**

**Q.8** Critically evaluate the effectiveness of advertising V/s sales promotion at various stages of growth cycle of the product. **(14)**

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