

**Total No. of Pages : 02**

**Total No. of Questions : 09**

**M.Sc.(SIM) (Sem.-3)**  
**STRATEGIC MARKETING**  
Subject Code : PGS-203  
Paper ID : [F0412]

**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 has to attempt any **FOUR** questions.
3. **SECTION-C** contains **THREE** questions carrying **TEN** marks each and students has to attempt any **TWO** questions.

## SECTION A

- 1. Write a short on the following :**
- a) Explain the elements of mission statement.
  - b) SWOT analysis.
  - c) Business Strategy.
  - d) Forward integration.
  - e) Strategic marketing audit.
  - f) CRM and its importance.
  - g) Strategic planning.
  - h) Various branding strategies.
  - i) Importance of Integrated Marketing Communication.
  - j) Different diversification strategies.

### SECTION-B

2. Discuss components of a company's external environment.
3. What are generic competitive strategies? Explain.
4. Explain the various steps of Strategic marketing process.
5. Elaborately explain the Porter's five force model.
6. Define consumer markets. Briefly write the various steps in consumer buying behaviour process.

### SECTION-C

7. Compare and contrast between strategic marketing, tactical marketing and marketing strategy. Justify your answer with suitable examples.
8. What do you mean by market segmentation? Explain the basis of market segmentation for FMCG Company planning to enter Indian market.
9. Define New Product Development Process. What is the necessity of new products? Discuss the New product development process in detail.