Roll No. ☐☐☐☐☐☐☐☐☐☐☐   **Total No. of Pages : 02**

Total No. of Questions : 07

M.Sc. (Fashion Marketing Management) (2015 to 2017)   (Sem.–3)
MARKETING STRATEGIES
Subject Code : MScFMM-302
Paper ID : [A3184]

Time : 3 Hrs.   **Max. Marks : 60**

INSTRUCTIONS TO CANDIDATES :
1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTION-B consists of THREE Sub-sections : Units-I, II, III.**
3. **Each Sub-section contains TWO questions each, carrying TEN marks each.**
4. **Student has to attempt ONE question from each Unit and FOURTH from any UNIT.**

SECTION-A

1. **Answer briefly :**

   a. What are the various benefits of strategic management for an organization?

   b. List and briefly discuss the various levels at which strategy is formulated in the organizations.

   c. Define and differentiate between policies, programs and procedures of an organization.

   d. What are the responsibilities of the Board of Directors?

   e. Define *"Strategic Group"* in an industry.

   f. Define a Strategic Business Unit.

   g. Differentiate between a merger and an acquisition.

   h. What do you understand by "Corporate Parenting"?

   i. Define Total Quality Management (TQM). Briefly describe the essential elements of TQM.

   j. Discuss briefly product and process R&D.

SECTION-B

UNIT-I

2.   Discuss the Strategic Decision Making model in detail.

3.   How is Corporate Governance different from Corporate Social Responsibility? How is the Board of Directors organized in the organization? Also discuss the latest guidelines under Company Law 2013 for it.

UNIT-II

4.   Discuss Mc Kinsey 7s model of portfolio analysis.

5.   Discuss the Porter's Five Forces model of Industry Analysis.

UNIT-III

6.   Describe the stages of Organizational Life Cycle. How can the corporations prevent themselves from sliding into the decline stage?

7.   Discuss the various retrenchment strategies followed by organizations for their various businesses.