

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM

SIXTH TRIMESTER (Batch 2019-21)

END-TERM EXAMINATIONS, MAY 2021

Set-I

Course Name	Strategic Marketing	Course Code	Mkt 604
Max. Time	2 hours	Max. Marks	40 Marks

INSTRUCTIONS:

1. All questions are compulsory.
2. Each Question is of 10 Marks.
3. Maximum up to 15% of Plagiarism is allowed, there will be a penalty of 10% in case of exceeding the limit.

- Q1. As the objective of 'Market Penetration strategy' is to capture a bigger market share in market where organisation is already present.
- A. What should a firm focus on while looking at the 'diversification strategy'?
 - B. Can a firm attain its objectives using both market penetration and diversification strategy? Explain with respect of some example. (30 Mins)
- Q2. Under BCG (Boston Consulting Group) growth matrix, assess the strategic marketing plan for a firm which falls under Star category. Also detail in as to how will it be different from Dogs? Justify. (20 Mins)
- Q3. Product Life Cycle suggests, that most product portfolios will progress through different stages of rates of growth – from introduction to growth to maturity & then to eventual decline, explain with example relationship between PLC (Product Life cycle) and BCG (Boston Consulting Group) during growth stage. Also detail in as to how will it be different from maturity stage? Justify (45 Mins)
- Q4. Marketing Metrics or KPI are measurable values that are used by marketing teams to demonstrate the effectiveness of campaigns across all marketing channels, assess the Corporate Brand Equity for a firm. Also detail in how will it be different from Market share? Justify. (25 Mins)

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Set-II

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INSTRUCTIONS:

1. All questions are compulsory.
2. Each Question is of 10 Marks.
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Q1. As the Objective of “Market Development Strategy” is to introduce its existing offerings to new markets i.e. markets where organisation is not present. Please explain with respect of examples what should be firm’s strategy.

A) Product Innovation

A. Product Augmentation

(30 Mins)

B)

Q2. Under BCG (Boston Consulting Group) growth matrix assess the Relative Market share plan for a firm which falls under Question Mark. Also detail in as to how will it be different from Cash Cows? Justify.

(20 Mins)

Q3. A company pivots when it changes some aspect of its business in a fundamental way, determine under what situation does company decides to pivot and how important it is to pivot? Explain with an example of an organisation that was benefited by pivoting?

(30 Mins)

Q4. Brand Equity is the added value endowed on products and services, which may be reflected in the way consumers, think, feel and act with respect to the brand. Support with suitable example, how does ‘points of parity’ and ‘points of difference’ helps in Customer Based Brand Equity model?

(40 Mins)