Program:	S.Y.B. Com (M S)	**Semester:**	III	**Program Code:**	UGMS02
Course:	Strategic Marketing Management			**Course Code:**	NUMS312
Duration:	2 Hours	**Examination Pattern:**	NEP-Autonomous	**Max. Marks:**	60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.
4. CO (Course Outcome), KL (Knowledge Level).

Examination:

REGULAR

Q. 1		**Attempt the following.**					[15]	CO's	KL's
	(a)	**Fill in the blanks with an appropriate answer from the alternatives given.**					[08]		
		I	_____ is the purpose or philosophy for which an organisation exists.					CO1, CO2, CO3	L1, L2
			a.	Plan	**b.**	Mission			
			c.	Strategy	**d.**	Vision			
		II	Which of the following is a Business Level Strategy?						
			a.	Growth and Expansion Strategy	**b.**	Cost Leadership Strategy			
			c.	Stability Strategy	**d.**	Liquidation Strategy			
		III	Strategy is _____ oriented.						
			a.	past	**b.**	future			
			c.	present	**d.**	routine			
		IV	What is the main purpose of a KPI?						
			a.	To hire employees	**b.**	To measure marketing performance			
			c.	To prepare financial statements	**d.**	To design products			
		V	The primary purpose of an offensive strategy is to _____.						
			a.	Protect the existing market position only	**b.**	Attack competitors and gain market position			
			c.	Reduce organizational activities	**d.**	Avoid entering new markets			
		VI	_____ strategy is also called as no change strategy.						
			a.	Stability	**b.**	Retrenchment			
			c.	Growth and Expansion	**d.**	Combination			
		VII	Divestment is a type of _____ strategy.						
			a.	retrenchment	**b.**	stability			
			c.	growth and expansion	**d.**	combination			
		VIII	Green marketing mainly focuses on _____						
			a.	Environmental benefits	**b.**	Employee salaries			
			c.	International trade	**d.**	Financial accounting			
	(b)	**State whether the following statements are true or false.**					[07]		
		I	Launching a new product to attract a competitor's customers can be an defensive strategy.					CO1,	L1, L2

		II	Recyclable packaging can not be promoted as green marketing.		CO2, CO3	
		III	Big Data refers to a small volume of information collected from different sources.			
		IV	Limited financial resources can be a strength of an organisation			
		V	Customer loyalty focuses on encouraging new customers to make new purchases.			
		VI	Framing of mission statement is involved in implementation stage of strategic management.			
		VII	Competitive advantage means a condition that puts a company in an inferior business position.			
Q. 2	(A)		Using the BCG Matrix, evaluate which of the four products—Star, Cash Cow, Question Mark or Dog—should receive greater financial support and which should receive less.	[08]	CO2	L5
	(B)		A company wants to increase its market share by directly challenging its competitors. Which strategy should it use—offensive or defensive? Justify your answer.	[07]	CO3	L4
			OR			
	(C)		A company is planning to enter a highly competitive industry. Evaluate how Porter's Five Forces Model can help the company decide whether entering the industry is a good decision.	[08]	CO2	L5
	(D)		A company wants to launch its products in a new city. Analyse how SWOC analysis can help the company before entering the market.	[07]	CO3	L4
Q. 3	(A)		A new smartphone brand wants to enter a competitive market. Apply the steps of Strategic Marketing Management to develop a suitable marketing strategy.	[08]	CO1	L3
	(B)		Explain how Sustainability Marketing helps in creating long-term customer value?	[07]	CO4	L2
			OR			
	(C)		A company is planning to launch a new product. Apply the three levels of strategy, the company can apply.	[08]	CO1	L3
	(D)		Describe the concept of Green Marketing and explain how companies can adopt environmentally friendly practices.	[07]	CO4	L2
Q. 4			Analyse the question and answer the following questions:- Style Nest Fashion is a growing clothing brand that wants to compete with well-known fashion brands. It offers trendy and affordable clothing designed especially for college students and young professionals. The brand uses social media influencers, festive discounts and online shopping platforms to promote its products. Employees are trained to provide friendly service, while easy ordering, quick delivery and attractive store interiors improve the customer experience. Style Nest aims to become a preferred fashion brand among young customers.		CO2	L3
	(A)		Identify the strategic objective of Style Nest Fashion.	[05]		
	(B)		Explain any four elements of the marketing mix (4Ps/7Ps) used by Style Nest Fashion.	[05]		
	(C)		Suggest two additional marketing strategies that Style Nest Fashion can adopt to strengthen its market position.	[05]		

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