

K.J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH
PGDM EXECUTIVE-BATCH 2018-19.
Strategic Marketing Management

7TH Dec 2018
25

Time 1.5 Hours

Marks :

Note:

- 1) Main Question and Sub-question (if any) must be attempted together
- 2) Start a new question on a new page.
- 3) State assumptions (if any) clearly.
- 4) Elaborate is not required. BE TO THE POINT IN YOU ANSWERS.
- 5) ALL QUESTIONS ARE COMPULSORY
- 6) MARKS ARE INDICATED ALONGSIDE EACH QUESTION.

Section I Time -1.5 hours (90 Min) 25 Marks.

Question 1 (15M) For the Case PAPERBOAT

- A) Discuss the Branding Strategy adopted by Paperboat, do you think they have created a unique brand identity? (5M)
- B) Analyse the current marketing mix of Paper boat with respect to its strengths and weaknesses. (5M)
- C) What suggestions will you make for Paperboat to increase its revenues and market share. (5M)

Question 2 Write Short Notes on - Attempt any TWO (5 M X 2 = 10M)

- A) Psychographic & Behavioural Segmentation
- B) Integrated Marketing Communications
- C) Pricing Objectives

Section II Time -1.5 hours (90 Min) 25 Marks.

Question 1

A) “ A Frontal Attack is the most dangerous attack strategy” Elaborate this statement in light of the Nihar Coconut Oil case discussed in the class. Under what circumstances and assumptions is this strategy used?
(8 Marks)

B) “ Mobile Defence strategy is far superior to Position Defence” Elaborate this statement and enunciate the two sub-strategies under Mobile Defence (a) Market Broadening and (b)Market Diversification with relevant examples from marketing
to substantiate you argument (7 Marks)

Question 2

A) Draw and enunciate the McKensey GE 9 Cell Matrix. Elaborate Strategy Implications of each of the cells. (5

Marks) **B)** Draw and elaborate on the Strategy Implications of the Ansoff Matrix discussing how McDonalds has strategically used this matrix to build a successful global

business. (5 Marks)

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