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| **Semester: Oct 23 to Jan 24**  **Maximum Marks: 50 Examination: ETE Exam Date:13-12-23 Duration: 03 hrs** | | |
| **Programme code: 08**  **Programme: MBA Executive** | **Class:** FY | **Semester/Trimester: I** |
| **College:**  **K. J. Somaiya Institute of Management** | **Name of the department/Section/Center: Marketing and International Business** | |
| **Course Code:** 217P08C103 | **Name of the Course: Strategic Marketing Management** | |
| **Instructions: Use examples to answer wherever applicable.**  **Q1 is compulsory. (30 Marks)**  **Answer any two form the remaining. (10 Marks each)** | | |
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| **Question No.** |  | **Max.**  **Marks** |
| Q1 | Case Study-   1. Examine the decision-making process for Muscle-RDX. Who are the parties involved in this process? 2. How would you segment the potential Muscle-RDX customer? Who would be an ideal customer of Muscle-RDX? 3. Do the SWOT analysis of Muscle-RDX? What differential advantage Muscle-RDX have? 4. Based on your positioning strategy, what will be your marketing communication strategy? | 5 Marks  10 Marks  7 Marks  8 Marks |
| Q2 | Explain the Michael Porter five forces model of industry attractiveness. Apply the model to   1. Men shaving cream industry   or   1. Woman hair care industry | 10 Marks |
| Q3 | Pfizer is the multinational corporation in the pharmaceutical industry. They currently have dominant portfolio of Anti-allergic and Anti-diabetic medicine. They have presence in the western region of India, in the states of Maharashtra and Gujarat. Pfizer has the following ambitions and plans.   * Increase their market share in the western region * Want to expand and have their presence in other regions of India * Want to introduce the anti-bacteria and anti-virus drugs in India, due to an epidemic which has caused havoc in the Indian geography. * Want to tap the big opportunity in the Telecom industry.   **What are the strategies that Pfizer should adopt and implement to achieve all their objectives and ambitions?** | 10 Marks |
| Q4 | Write short notes on the following-   1. Identify POP’s & POD’s with respect to the competition for Starbucks 2. AMUL has 85% share in the Indian butter market, 66% market share in cheese, 63% market share in infant milk and 45% market share in dairy whiteners. As a market leader what kind of strategies should Amul undertake to expand the total market? | !0 Marks |