Total pages: 02

PG
MBA Semester- 4th Examination, 2026
MASTER OF BUSINESS ADMINISTRATION
PAPER: MBA 407A
(STRATEGIC MARKETING)

MIDNAPORE CITY COLLEGE ESTD 2017 CENTRAL LIBRARY

Full Marks: 80 **Time: 3 Hours**

The figures in the right-hand margin indicate full marks.
Candidates are required to give their answers in their own words as far as practicable.

Group-A

Answer any **EIGHT** of the following questions: 8×5=40

1. Explain the need of strategic marketing management.
2. "Promotion creates value, whereas pricing captures value." Critically discuss this statement.
3. What is TOWS Analysis? How is it different from SWOT Analysis?2+3
4. Explain Porter's Five Forces Model and its relevance in analysing industry attractiveness.
5. What do you mean by synergy? State its advantages in business. 2+3
6. Explain the basic concept of the BCG Matrix.
7. What is a market penetration strategy? Explain its relevance for business growth. 2+3
8. Write a short note on market uncertainty.
9. How can technology and digital marketing be used to create competitive marketing advantage?
10. Explain the role of marketing communication and distribution strategies in strengthening market position.
11. What are the major criteria for validating a marketing strategy?
12. Explain the role of marketing mix in implementing marketing tactics.

Group-B

Answer any **FOUR** of the following questions: 4×10=40

13. "Marketing is not merely about selling products; it is about creating and exchanging value." Critically discuss the statement and explain its implications for Strategic Marketing Management.
14. Explain how a company can develop an effective value proposition for its target market.

P.T.O

15. Discuss the STDP framework. Explain how this framework helps a firm create and capture value in competitive markets. 4+6
16. "Strategy is about creating superior value for customers and capturing sufficient value for the organisation." Discuss this statement with suitable examples.
17. What is marketing audit? Discuss about the major areas should be examined during a marketing audit. 3+7
18. A company plans to introduce a new product in a changing market. Analyze how PESTEL analysis can help the company to identify external opportunities and threats.

<<<◇>>>

