

STRATEGIC MARKETING

Max Marks: 100

External Marks: 80

Internal Marks: 20

Time: 3 Hours

Note: There will be eight (8) questions in all. The first question is compulsory and consists of six (6) short-questions having four (4) marks each. Answer to these questions should not exceed 150 words. The candidate will be required to attempt any four questions out of remaining seven (7) questions and each question carries fourteen (14) marks each. Duration of each paper will be three (3) hours.

Concept and hierarchy of strategies; Strategic role of marketing; Strategic marketing planning process; The marketing plan; Corporate strategy decisions – Corporate mission, vision, goals and objectives, corporate growth strategies, resource allocation; Business strategies and their marketing implications.

Environmental Analysis – Internal environment, external environment, **custom environment**; Industry and competitor analysis; SWOT analysis; Portfolio analysis; Market segmentation, targeting and positioning.

Marketing strategies for new market entries; marketing strategies for growth markets; marketing strategies for mature markets and declining markets.

Relationship between business strategies and marketing mix; Marketing strategy implementation; controlling marketing strategies.

REFERENCES

Luck David J. Ferrel O.C. and Lucas George H.: *Marketing Strategy and Plan*, Prentice Hall, New Jersey.

Walker Orville C., Boyd Harper W., Larreche: *Marketing Strategy & Planning and Implementation*, Tata McGraw Hill, New Delhi.

Xavier, M.L.: *Strategic Marketing*, Response Books (A Division of Sage Publication), New Delhi. Mazzucato, Mariana: *Strategy for Business*, Sage Publication, New Delhi.

Gracme Drummond and John Ensor: *Strategic Marketing, Planning and Control*, Butterworth Heinmann.

Wilson, Richard M.S. and Collin Gilligam: *Strategic Marketing Management: Planning, Implementation and Control*, Viva Books Pvt. Ltd., New Delhi.

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Lilien, Gary L, Phillip Kotler and K. Sridhar Moorthy: *Marketing Models*, Prentice Hall, New Jersey.

Nag, A.: *Strategic Marketing*, Macmillan India Ltd.

Yudkin, Marcia, *Strategic Marketing*, Creative Ways.