



SY-9406

Seat No. _____

M. B. A. (Sem. IV) Examination
April / May - 2006
Strategic Marketing : Paper - C-4407
(New Course)

Time : **3 Hours**]

[Total Marks : **100**

Instruction : All questions carry **equal** marks.

1 Reliance Industries (RIL) announced in January 2006, its plan to foray into retail business with an investment of Rs. 3375 crore. In India, organized retailing is currently estimated at Rs. 10,000 crore, accounts for 4% of the total business. As per one of the news item published in Economic Times during October 2005, Mukesh Ambani, MD of RIL has set a revenue target of Rs. 90,000 crore by the end of fifth year from the retailing business. Please justify your strategies to RIL for new market entry so that it achieves the target.

2 Please evaluate the various strategies opted by market leader and market challenger in an industry.

OR

2 Why should a business need to follow market oriented perspective ? Identify the corporate strategy decisions and suggest its marketing implications.

3 Discuss the role played by competitive pricing, competitive advertising and competitive sales promotion for the consumer Electronic items in India. (In consumer Electronic items, please restrict your content and examples to television, washing machine and refrigerator only.)

OR

SY-9406]

1

[Contd...

- 3** Please discuss the concept and types of power games. Also identify the kind of power games played by various players in Indian Automobile sector with specific reference to car.
- 4** Write short notes on any **two** :
- (1) Balancing customer and competition orientations
 - (2) Strategies for matching and declining market
 - (3) Role of organizing and planning in effective implementation
 - (4) Industry segmentation and competitive advantage.
- 5** (a) Please carry out macro analysis of domestic aviation sector in India (i.e. for airlines industry)
- (b) Also narrate the unsaid terms and conditions followed by players in fragmented industry.
-