

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)

MBA/45011/22

CLASS: MBA
BRANCH: MBA

SEMESTER : II
SESSION : SP/2023

SUBJECT: MT422 MARKETING MANAGEMENT II

TIME: 3 Hours

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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| Q1. Analyze the effect of any two competitive forces in Porter's Five Forces Model, in determining the intensity of competition in the Electric Vehicle segment of the automobile industry in India over the next few years. Recommend 3 key strategies that a new entrant can adopt to gain competitive Advantage. | [10] | CO
CO5
CO1 | BL
BL5 |
| Q2. A well-established market leader in the telecom sector in India is attacked by a new cash rich challenger who is using pricing for gaining competitive advantage. Recommend suitable marketing strategies to the market leader for maintaining the leadership position. | [10] | CO4
CO5 | BL6 |
| Q3. A Quick Service Restaurant is to be launched in your city. How will you analyze the Micro and Macro Environment and recommend suitable marketing plan for the outlet. Explain. | [10] | CO4
CO2 | BL4 |
| Q4. Write a note on (i) Marketing Audit (ii) Business Portfolio Evaluation | [10] | CO1,
CO3 | BL2 |
| Q5. A large manufacturing organisation wants to reduce input costs while it grows. Differentiate between forward and backward integration strategies and recommend suitable growth strategy for this company. | [10] | CO1,
CO5 | BL5 |

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