



**SURESH  
GYAN VIHAR**  
UNIVERSITY  
Accredited by NAAC with 'A' Grade

**INTERNAL ASSIGNMENT - 1**

<b>Course</b>	<b>MBA</b>	<b>Strategic Marketing Management</b>
<b>Semester</b>	<b>3</b>	
<b>Total Marks:</b>	<b>15</b>	

**Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)**

- A. Explain portfolio management analysis in detail.
- B. What are the Film marketing strategies? Explain in detail.
- C. Explain the organizational framework of BHEL in detail.

**Q.2. Write short notes on all of the following topics (1 mark each - Word limit - 100)**

- A. Explain planning process.
- B. Define threats.
- C. Define distribution channel.
- D. What is confusing strategy?
- E. What is national border?



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**INTERNAL ASSIGNMENT - 2**

<b>Course</b>	<b>MBA</b>	<b>Strategic Marketing Management</b>
<b>Semester</b>	<b>3</b>	
<b>Total Marks:</b>	<b>15</b>	

**Q.1. Write answers for any two questions from below. (5 marks each – Word limit – 500)**

- A.** Explain the aspects of Strategic marketing.
- B.** Explain competitive dynamic Theory in detail.
- C.** What is Market Orientation? Explain in detail.

**Q.2. Write short notes on all of the following topics (1 mark each - Word limit - 100)**

- A.** What is risk analysis?
- B.** Define customer satisfaction.
- C.** Define Strategy.
- D.** Target Audience Barrier
- E.** Explain interpersonal harmony.