
 SURESH GYAN VIHAR UNIVERSITY <small>Accredited by NAAC with 'A' Grade</small>		INTERNAL ASSIGNMENT - 1
Course	MBA	Strategic Marketing Management
Semester	3	
Total Marks:	15	

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

- A. Differentiate Strategic Marketing and Marketing Management?
- B. Explain Types of Portfolio Management.
- C. Explain the characteristics of services in detail.

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

- A. Strategic management
- B. Market trends.
- C. Implementation and Control
- D. Corporate leadership.
- E. Franchising.

 SURESH GYAN VIHAR UNIVERSITY <small>Accredited by NAAC with 'A' Grade</small>		INTERNAL ASSIGNMENT - 2
Course	MBA	Strategic Marketing Management
Semester	3	
Total Marks:	15	

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

- A. What are the 5 Step Process for Turnaround Management?
- B. Explain the evolution of distribution strategy.
- C. Differentiate between Selective and Exclusive distribution.

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

- A. Competitive barriers
- B. Exit barriers.
- C. Incentive Distribution.
- D. Value added Reseller
- E. Omni-channel experience