



**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>4</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 different strategies for market entry.
- B. Explain BHEL planning and project identification in detail.
- C. Explain the aspects of Strategic marketing.

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

- A. Define market-place.
- B. Explain planning process.
- C. Target Audience Barrier
- D. What is competitive environment?
- E. Explain relationship to finance.



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**INTERNAL ASSIGNMENT - 2**

<b>Course</b>	<b>MBA</b>	<b>Strategic Marketing Management</b>
<b>Semester</b>	<b>4</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. Write down the definitions and overview of Strategic marketing.
- B. Differentiate Strategic Marketing and Marketing Management?
- C. Explain product line extension Threats in detail.

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

- A. Explain organizational level.
- B. What is complex system strategy?
- C. What is competitor analysis?
- D. Define basic financial planning.
- E. Behavior goals