



**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 essential of successful turnaround strategy.
- B.** Explain portfolio management analysis in detail.
- C.** What is competition? Explain different types of competitors in detail.

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

- A.** Define universal health service.
- B.** Target Audience Barrier
- C.** Explain planning process.
- D.** Define opportunity.
- E.** What is Strategic management?

 <b>SURESH GYAN VIHAR UNIVERSITY</b> <small>Accredited by NAAC with 'A' Grade</small>		<b>INTERNAL ASSIGNMENT - 2</b>
<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 the aspects of Strategic marketing.
- B. What did market orientation achieved?
- C. What is the meaning of competition? Explain theory of competition.

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

- A. What is complex system strategy?
- B. Define distribution channel.
- C. What is standardization?
- D. What is national border?
- E. Explain market trends.