

00491

**POST GRADUATE DIPLOMA IN GLOBAL  
BUSINESS LEADERSHIP (PGDGBL)**

**Term-End Examination  
December, 2012**

**MGBE-009 : STRATEGIC MARKETING FOR  
BUSINESS GROWTH**

*Time : 3 hours*

*Maximum Marks : 100*

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Note : Answer *any five* questions. All questions carry *equal* marks.

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1. "Marketing turns strategic when it comes to development of new products." Explain. 20
2. Outline and discuss the internal and external factors that influence the price. 20
3. What are price adjustment strategies ? Explain with suitable examples. 20
4. Take a perishable product and design its channel. Outline all the primary decisions you would undertake. 20
5. Describe the strategic role of advertising in the marketing process. 20

6. What is sales promotion ? How and when does it help the organisation ? 20
7. Why do products/brands need positioning ? Outline the major positioning errors. 20
8. (a) Discuss the importance of physical evidence in a service marketing. 10
- (b) How many gaps can you identify or recall in the service delivery ? 10
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