

00523

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

**Term-End Examination**

**June, 2012**

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

*Time : 3 hours*

*Maximum Marks : 100*

---

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

---

1. How the New Product Development process is challenging ? 20
2. Identify a specific category of product and explain the customer adoption process. 20
3. "Pricing is just not charging, it has many objectives." Explain. 20
4. Discuss the strategic role of pricing in business. 20
5. Take relevant illustrations, to explain channel designing. Why do you think it requires to be modified ? 20

6. When can advertising be a waste of money for a business organization ? 20
7. In what ways differentiation can be put to use ? 20
8. (a) Outline the importance of service gaps. 10  
(b) Explain Service Failure. 10
-