

00203

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

**Term-End Examination**

**June, 2011**

**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. (a) While developing new products, how do marketers avoid cannibalization ? 10
- (b) How does Adoption Theory help in formulation of product strategy ? 10
2. Explain, taking an example, the impact of external factors on the company's pricing decisions. 20
3. (a) Explain price adjustment strategies adopted by marketers. 10
- (b) Discuss the variables on which channels of distribution are designed. 10

4. How does cost analysis helps in designing channel strategies ? 20
5. Examine the role played by advertising in strategic marketing. 20
6. (a) Discuss the sales promotion strategies used by marketers in case of consumer durables. 10  
(b) How would you link sales promotion efforts with advertising ? 10
7. Take an example to explain the concept of positioning. 20
8. Write short notes on the following :
- (a) Consumer adoption process. 10  
(b) Service failure and recovery. 10
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