

**University Institute of Applied Management Sciences  
Panjab University, Chandigarh**

**Pre-Ph. D Online Mid Term Examinations (All Sectoral Branches) September, 2020**

**Important Instructions:**

- 1) Please download the Question Paper immediately on receipt of the same.
- 2) Mark your attendance online After Receiving the Question Paper
- 3) Please put Roll No, Subject Code, Page No. and Signatures on all pages of the answer sheet
- 4) Maximum Number of pages in Answer Sheet are 16.
- 5) Timing of Examinations are 2.30 pm to 4.30 p.m
- 6) Attempt ANY THREE Questions. ALL Questions carry Equal Marks
- 7) Give relevant example as per your Sectoral Area of Study/Functional Area
- 8) Preserve the original Answer Sheet. It may be required to be submitted at a later date.
- 9) Email the scanned copy of the Answer Sheet (Maximum 16 pages) at [uiamsexam@pu.ac.in](mailto:uiamsexam@pu.ac.in)

**Pre-Ph. D Online Mid-Term Examinations, II Semester (All sectoral branches), September 2020.**

**PHD 1904**

**Strategic Marketing Management**

**Maximum Marks: 15**

**Time: 2 Hours**

**Note:** (i) Question Paper contains **SIX** Questions

(ii) All questions carry equal marks

(iii) Students are required to attempt **ANY THREE QUESTIONS**

- 1) Critically examine the salient features of the successful new era organisations. What lessons can be drawn? Elaborate.
  - 2) Enumerate the various stages involved in strategic marketing management process. What factors should be kept in mind while developing the process of strategic marketing management? Elucidate.
  - 3) Critically examine the salient features of various tools of forecasting and scenario planning. Give examples in support of your answer.
  - 4) Highlight distinctive features of marketing to the bottom of the pyramid markets. Give appropriate illustrations.
  - 5) Describe alternative marketing strategies pursued for strategic business units (SBUs), with examples and/or case studies.
  - 6) Identify important considerations which must be kept in mind while allocating resources to various elements of the marketing mix. Explain with examples.
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