

**^Bharati Vidyapeeth
(Deemed to be University), Pune
School of Distance Education**

Assignment No.		Name of the Assignment Setter:		Savneet Kaur	
Course Code:	403	Class:	MBA/EMBA/MBA-HR	Semester:	IV

Subject:	Strategic Marketing
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Q.1) Attempt ANY ONE of the Following (1000 Words) (10)

- a) Define Strategic Management process.
- b) Define Marketing Strategy. Explain its components

Q.2) Attempt ANY TWO of the Following (800 Words) (12)

- a) Explain the factors affecting Strategic Choice.
- b) Elaborate on the various elements of Competitive Marketing Strategies.
- c) Define Mc.Kinsey 7S framework.
- d) What are the factors that influence Strategic Marketing Formulation?

Q.3) Write Short Notes on (ANY TWO) (08)

- a) SWOT Analysis
- b) GAP Analysis
- c) Michael Porter's Five Forces Model
- d) Competitive Advantage

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