

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI  
(END SEMESTER EXAMINATION)**

**CLASS: MBA  
BRANCH: MANAGEMENT**

**SEMESTER : II  
SESSION : SP/2024**

**SUBJECT: MT422 MARKETING MANAGEMENT II**

**TIME: 3 Hours**

**FULL MARKS: 50**

**INSTRUCTIONS:**

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
  2. Attempt all questions.
  3. The missing data, if any, may be assumed suitably.
  4. Before attempting the question paper, be sure that you have got the correct question paper.
  5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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Q.1	Conduct value chain analysis of any organization of your choice. You are required to write the name of company, its business, key competitors and customers before conducting the value chain analysis.	[10] 1	5
Q.2(a)	As marketing manager of EV car manufacturer in India, you are required to undertake micro and macro environment analysis for the company.	[10] 2	5
Q.3(a)	Explain generic competitive strategies in brief.	[5] 3	2
Q.3(b)	Discuss market leader defense strategies with relevant examples	[5] 3	3
Q.4(a)	How will you undertake positioning activities for a leading FMGC brand? Discuss the name of brand, its key competitors and key positioning strategies.	[10] 4	6
Q.5(a)	Discuss the concept and importance of forward, backward and horizontal integration.	[5] 5	3
Q.5(b)	Explain the steps involved in marketing audit with examples.	[5] 5	2

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