

This question paper contains 1 printed page.

Your Roll No.....

4239

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MBA (FT)

**Paper - F - 3203**  
**Competitive Marketing**

(Admissions of 1998 and onwards)

Time : 3 hours

Maximum Marks : 70

(Write your Roll No. on the top of immediately on receipt of this question paper).  
Attempt any **five** questions. All questions carry equal marks.

- Q.1 List the unique aspects of competitive strategy in an emerging industry such as Biotechnology. Suitably illustrate the steps for formulating competitive marketing strategy for dominant firm in such an industry.
- Q.2 What are the key attacks available to a market challenger in trying to wrest market share from the market leader? Illustrate with suitable examples.
- Q. 3. What factors should be taken into account in conducting a competitor analysis? How this information can be used in developing an appropriate marketing strategy?
- Q.4 According to Michael Porter a firm should aim to be the lowest cost producer irrespective of whether it wishes to compete on price or not. Explain the above statement with examples and enumerate few situations where lowest cost may prove to be a competitive advantage.
- Q.5 "Competitive intelligence can provide an organization a definite competitive advantage".
- (a) Rationalize the above statement and explain how a firm can take advantage of competitive intelligence.
- (b) What steps would you take to prevent your organization from becoming a victim of competitive advantage?
- Q. 6 Describe, giving suitable examples, the various competitive marketing strategies in the following contexts:
- a) Fragmented industries  
b) Emerging Industries and  
c) Declining industries
- Q. 7. Write Short notes on any two of the following:
- a) Role of sales promotion in competitive marketing  
b) Competing during economic slowdown  
c) Market driving vs. market driven firms  
d) Competitive segmentation