

University of Pune
Department of Management Sciences
MBA-BT Semester III
Semester End Exams Nov. 2011
305- Marketing Specialization I

Question Paper: 60marks

Time: 3Hrs

Note:-

- 1. All Questions are Compulsory**
- 2. All questions carry equal marks**
- 3. Support your answer with examples.**

Q1) A leading Indian Generics Pharmaceutical Company has got 180 days exclusive rights to market its generic anti-cholesterol drug in US. In wake of globalization, how should the company maximize its profitability?

Q2) Planning tells you “Where to go” and strategy tells you “How to go”. Discuss the importance of strategic management in growth of any organization.

Q3) Write Short Notes on (ANY TWO)

- a) Product Life Cycle for Biotech Product
- b) BCG Matrix Vs GE Model
- c) Advantages of MNC over purely domestic companies.