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|  SURESH GYAN VIHAR UNIVERSITY <small>Accredited by NAAC with 'A' Grade</small> | | INTERNAL ASSIGNMENT - 1 |
| Course | MBA | Strategic Marketing Management |
| Year | 2 | |
| Total Marks: | 100 | |

Q.1. Write answers for all the questions below. (20 marks each – Word limit – 500)


A. Explain portfolio management analysis in detail.

B. What is Market Orientation? Explain in detail.

C. What are the Essential Steps for a Successful Strategic Marketing Process?

D. Explain Strategic Evaluation Process in detail.

E. Explain the characteristics of services in detail.

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|  SURESH GYAN VIHAR UNIVERSITY <small>Accredited by NAAC with 'A' Grade</small> | | INTERNAL ASSIGNMENT - 2 |
| Course | MBA | Strategic Marketing Management |
| Year | 2 | |
| Total Marks: | 100 | |

Q.1. Write answers for all the questions below. (20 marks each – Word limit – 500)

A. What is the importance of Strategic evaluation and control?

B. Explain different types of operations in BHEL.

C. Explain Strategic Evaluation Process in detail.

D. Explain two main types of competitive advantages.

E. Explain the origin of Strategic marketing.