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A.M. -12.00 P.M. INSTRUCTIONS:

Answer Question ONE and any other TWO questions. Question

One Strategic marketing

management drives its nature

from the strategic management

process. Discuss. (15 marks)

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Change environment and
strategic marketing management:
Strategic management involves
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align business organization with changing environment. Mostly business organizations are being regulated on narrow vision, therefore in order to bring about change and innovation, the corporate vision of organization must be reexamined to define

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East Coast Price

High Price Low West Coast Price

High 120. 180 70. 190 Price Low

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110. 40. 60. 60 The equilibrium is
at: Both firms pricing low.

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a process that begins with a

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business strategy anchored in a deep understanding of customer needs. The creation of customer value is an important challenge for the managers, since it is an ongoing competitive challenge in maintaining successful market-driven strategies.

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Q.2. Distinguish between strategy and tactics.

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structure of formal marketing plans as a pyramid, with the corporate strategy and the long-term marketing plan at the top [...]

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Modify aspects of the company's
business model or strategy to
accommodate local
circumstances (but not so much
that the company loses the
advantage of global scale and
global branding): To succeed,

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multinationals must modify their business models for each ...

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solution relating to each chapter
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