

Subject: Marketing Strategy & Control System (MS&CS). SC-305

Q-1	What are the various modes of entry into international market? Describe them in detail.	14
Q-2	A) "Michael Porter's Five Forces is a framework that examines the Competitive market forces in an industry or segment". Elaborate. OR B) What decisions Retailer has to take that significantly impact their success?	14
Q-3	A) What is the importance of 'Branding'? Briefly describe all the elements used in branding. OR B) Briefly describe all the internal and external factors in business environment.	14
Q-4	A) Why is it said that the Service Industry is the backbone of modern economy, supporting everything? What are the main characteristics of 'Services'? <u>OR</u> B) What is marketing mix? Describe all the components (Ps).	14
Q-5	Describe 'Integrated Marketing Communication' (IMC)? If you need marketing communication to stay integrated, what are its 'golden' rules?	14