



## IMT- 71

# COMPETITIVE ANALYSIS AND MARKETING STRATEGY

### Notes:

- Write answers in your own words as far as possible and refrain from copying from the text books/handouts.
- Answers of I<sup>st</sup> Set (Part-A), II<sup>nd</sup> Set (Part-B), III<sup>rd</sup> Set (Part – C) and Set-IV<sup>th</sup> (Case Study) must be sent together.
- Submit the assignments in IMT CDL H.O. along with the assignments Question Papers for evaluation .
- Only hand written assignments shall be accepted.

**A. First Set of Assignments**

5 Questions, each question carries 1.5 marks.

**B. Second Set of Assignments**

5 Questions, each question carries 1.5 marks.

**C. Third Set of Assignments**

5 Questions, each question carries 1.5 marks. Confine your answers to 150 to 200 Words.

**D. Forth Set of Assignments**

Two Case Studies : 7.5 Marks. Each case study carries 3.75 marks.

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### SECTION - A

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1. What role does marketing play in strategy, also give examples .
2. Explain strategic analysis, what are its objectives .
3. What are unmet needs? What are customer motivation by segments .
4. How do you assess the competitor's strength and weaknesses?
5. What are the key success factors for strategic groups?

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### SECTION - B

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1. Explain emerging sub markets, how some brands fight off competition in high growth markets.
2. Explain the impact of new technologies in business , give examples .
3. What do you understand by share holders value analysis, how does it help firms in taking a decision.
4. How does economic recession affect strategy, how does a firm react to it.
5. Explain how a firm manages strategic uncertainties .

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### SECTION - C

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1. Explain the term internal analysis, how does it effect in the firms strategic planning process.
2. Please help a automobile firm in its image and positioning strategy.
3. How does a firm forecast growth?
4. Explain the process of measuring customer satisfaction and loyalty.
5. Explain the concept of Innovation, how does it help a firm.

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## CASE STUDY - 1

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### NIIT's Global Expansion

NIIT's an Indian company, launched its first centre in Shanghai, in cooperation with Pudong Continuing Education Centre (PCEC), education arm of Municipal Government of Shanghai. Taking its initiative forward, NIIT, in 2001, was given permission by Chinese Government to set up a Wholly Owned Foreign Entity (WOFE), thereby enabling NIIT to become the first Indian company to set up professional education centres anywhere in China. After achieving the 100 education centre mark in China in March 2003 quarter, NIIT geared up to further strengthen its presence by evaluating a number of initiatives in China's IT training space, where it works in partnership with local companies, leading universities and Software Technology parks. NIIT is committed to building a large IT manpower pool in China by enhancing the knowledge assets of individuals and organisations. The company would be expanding its reach in China to offer its complete range of IT Training offerings for different segments, using different modes of training. NIIT has tied up with over 10 leading universities of China for setting up centres within the University campuses. Three of the leading Software Parks have also become NIIT partners, and they are setting up NIIT centres in their parks. NIIT has established its credibility by acquiring prestigious placements for its students in organisations like Fujitsu, IBM, Shanghai Stock Exchange, China Mobile, Bank of Shanghai and Pudong Software Park. It's benchmarked global quality IT education has touched thousand of students in the 25 Chinese provinces.

### Questions

1. Was the move by NIIT to establish a centre in Shanghai a part of global strategy if yes explain.
2. How did NIIT establish its creditably.
3. Explain the move by the company to diversify themselves as a training company .

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## CASE STUDY - 2

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### PROFILE STRATEGIES AT TATA

Many large Indian MNCs such as Tata, Essar, Wipro, and Infosys have shown considerable sincerity towards maintaining a positive image before their major stakeholders. Firms such as Tata and Essar have continually tried to carry on with socially responsible and sustainable business models. Their initiatives form foundations that guide the organizations towards better and informed business decisions while allowing them to go beyond the materialistic aim of wealth creation.

Tata is one of the foremost business groups in India. Having operated in India as well as abroad for more than a century, they have indeed continued the legacy of a sustainable business model. Their campaigns launched both for their external and internal customers also reflect this philosophy, the various advertisements released by the group have traditionally tried to embed Indian values and also project the organizations' commitment toward social responsibility. For example, the campaign launched in 2000 focused on projecting Tata Group as an integrated business entity that has helped uplift the quality of people's lives. This was followed by their 2002 campaign, wherein the focus was on how Tata has made optimal use of technology and information to better the lives of millions of people, with special attention to India.

**Questions**

1. Explain how a company have a model of trying to sustain their business and also be socially active.
2. How does a company communicate with the external environment .