MGT703 MID TERM CURRENT PAPERS BY STUDENTS

(VISIT VURANK FOR MORE QUALITY CONTENT)

Paper Pattern: 4 Questions 5 Marks Each

PAPER NO 1

1) Which approach is good for a marketing manager: To conduct External Audit individually or should it be participative in nature. Justify your logic with 3 reasons.

2) Whirlpool is a MNC. How can it achieve cost efficiency by using an integrated approach. List 4 sources of achieving cost efficiency.

3) An industry analysis shows some firms in the market are using forward integration and others are using backward and horizontal integration. Differentiate the two firms.

4) How other pricing stakeholders are affected by ogra pricing decisions? List at least 4 such stakeholders which are affected by pricing of OGRA.

(GOOD LUCK FOR MID EXAM)

PAPER NO 2

1) McDonals success of 2008 ($22.5 to 23.7 Billion Revenue) while whole US is facing Crisis. How you see the globalization strategy benefits?

2) Why Organizational advantage valued in terms of common source of competitive advantage.

3) Physiological need was just to cover against cold and survive but now its fashion how it can be taken as opportunity by marketers?

4) How Commercial value can be created through band equality.