

PGDM / PGDM (IB), 2019-21
Advanced Markstrat
DM-351/ IB-319
Trimester – III, End-Term Examination: June 2020

Time allowed: 1 Hrs 30 Min
 Max Marks: 30

Roll No: _____

Instruction: Students are required to write Roll No on every page of the question paper, writing anything except the Roll No will be treated as **Unfair Means**. All other instructions on the reverse of Admit Card should be followed meticulously.

Sections	No. of Questions to attempt	Marks	Total Marks
A	Minimum 3 question with internal choices and CILO (Course Intended Learning Outcome) covered Or Maximum 6 questions with internal choices and CILO covered (as an example)	3*10	30
			30

Section A

Q1. What is the difference between semantic scale and MDS in Advanced Markstrat simulation?
 Semantic scale and MDS cannot be used together in Advanced Markstrat simulation game. Why?
 CILO-1(2X5 marks)

Or

Q1. What are the advantages offered by Markstrat over other marketing games?
 CILO-1(10 marks)

Q2. In the table below for the Markstrat simulation. Pl. fill up the shaded portion in detail and explain (wherever applicable)
 CILO-2(2X1+2X4 marks)

Markstrat (version)	
Type of competition	
Markets	
Product characteristics	
Customer segments	
Distribution channels	

Or

Q2. Write the following in Markstrat (a) Marketing KPI's (b) Financial KPI's (c) Distribution KPI's (d) Production KPI's (e) R&D KPI's
 CILO-2(5 x 2 marks)

Q3. What is the difference between budget increase and a loan? Explain and fill up the shaded portion in the table below.
 CILO-2(2+8 marks)

	Period 0	Period 1	Period 2	Period 3	Period 4	Period 5	Period 6	Period 7	Period 8
Revenue K\$	60000	69000	79350	91253	104940	120681	138784	159601	183541
Costs K\$	39000	44850	51578	59314	68211	78443	90209	103741	119302
EBT K\$									
% Rev									

Case A: Simplified P&L statement. No loan or budget increase

	Period 0	Period 1	Period 2	Period 3	Period 4	Period 5	Period 6	Period 7	Period 8
Revenue K\$	60000	69000	79350	91253	104940	120681	138784	159601	183541
Costs K\$									
EBT K\$									
% Rev									

Case B: Simplified P&L statement with \$ 5 million granted as budget increase in period 2

	Period 0	Period 1	Period 2	Period 3	Period 4	Period 5	Period 6	Period 7	Period 8
Revenue K\$	60000	69000	79350	91253	104940	120681	138784	159601	183541
Principal K\$									
Interest K\$									
Costs K\$	39000	44850	51578	59314	68211	78443	90209	103741	119302
EBT K\$									
% Rev									

Case C: Simplified P&L statement with \$ 5 million granted as loan for 5 years in period 2, @5% interest rate

Or

Q2. What is negative budget deviation and what is the implication? When could the instructor need to cancel the last run round? When can the industry decision run show critical error and how to fix it up?
 CILO-2(2+2X4 marks)