



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**M.Com. DEGREE EXAMINATION – COMMERCE**

**FIRST SEMESTER – JUNE 2015**

**CO 1816 - STRATEGIC MARKETING MANAGEMENT**

Date : 02/07/2015

Dept. No.

Max. : 100 Marks

Time : 10:00-01:00

**SECTION- A**

Answer ALL in about 50 words each:.

**(10 x 2 = 20 MARKS)**

1. Define Marketing.
2. Explain Customer Equity?
3. What is Marketing Mix?
4. List a few features of Marketing Information System?
5. Define 'Culture'?
6. What is meant by 'Competitive Advantage'?
7. List two features of Brand Equity?
8. Explain Target Costing?
9. Define B2B?
10. What is meant by Channel conflict?

**SECTION- B**

Answer any FOUR Questions in this section.

**(4 x 10 = 40 MARKS)**

11. Explain the different Marketing Management Orientations.
12. Discuss any five forces of Micro environment that affect the ability of a company while serving it's customers.
13. Explain the different types of consumer buying decision behavior.
14. Explain the three levels at which a product is planned by a manufacturer.
15. List out and explain the functions that are being performed by the channel intermediaries.
16. Explain the 4 P's and their corresponding 4 C's of Marketing Mix.
17. Explain the four methods available for setting the total promotion budget.

**SECTION- C**

Answer any TWO Questions in this section.

**(2 x 20 = 40 MARKS)**

18. What is the meaning of Marketing Environment? Explain the major elements and their forces of Macro environment of Marketing.
19. Outline and explain the major variables that might be used in segmenting a consumer market.
20. Describe the characteristics, objectives and strategies in relation to each stage of Product life cycle.
21. Discuss the decisions to be taken by a marketer in designing a suitable channel for distributing it's marketing offer.

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