

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Com.DEGREE EXAMINATION –COMMERCE

SIXTH SEMESTER – APRIL 2018

CO 6611- STRATEGIC MARKETING MANAGEMENT

Date: 17-04-2018

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART- A

Answer ALL Questions:

(10 X 2 = 20)

Explain the following terms/concepts:

1. Strategic Planning.
2. Strategic Business Unit.
3. Harvesting Strategy
4. Fortress Strategy.
5. Marketing Information System.
6. Strategy Implementation.
7. Strategic Choice.
8. Marketing Audit.
9. Strategy Evaluation.
10. Competitive Advantage.

PART- B

Answer any FOUR Questions:

(4 X 10= 40)

11. What is meant by Strategic Marketing Planning? What are the steps involved in Strategic Marketing planning? Discuss.
12. Explain the corporate development strategy for future development.
13. What are the different types of Marketing Research? Explain.
14. List out the objectives of new product and market development.
15. How do you determine the different share growth strategies for followers?
16. Explain strategic issues in mature and declining markets
17. Explain the different types of Marketing Audits.

PART- C

Answer any TWO Questions:

(2X 20= 40)

18. Discuss the recent developments affecting the Strategic Role of Marketing.
19. Discuss the various determinants of product quality and services in differentiating marketing offers.
20. Discuss the factors favoring alternative marketing strategies for new product pioneers.
21. Explain in detail the various stages in Contingency Planning Process.
