



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

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

**FIRST SEMESTER – APRIL 2019**

**17/18PCO1MC05– STRATEGIC MARKETING MANAGEMENT**

Date: 05-04-2019  
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

**PART-A**

Answer **ALL** questions

(10 x 2 = 20 Marks)

1. Define 'Marketing'.
2. What is marketspace?
3. Define 'Value Proposition'.
4. What is technological environment?
5. Elaborate 'CPV' with a suitable example.
6. What do you understand by skimming pricing?
7. What is co-branding?
8. Explain the term 'Advertising'.
9. Define 'Retailing'.
10. State any two benefits of direct marketing.

**PART-B**

Answer any **FOUR** questions

(4 x 10 = 40 Marks)

11. Enumerate the marketing mix elements.
12. Explain the different company orientation towards the marketplace.
13. Elucidate the various factors that influence the consumer behaviour.
14. Enumerate the market segmentation bases with examples.
15. Explain the various techniques of product mix pricing.
16. State the channel member functions.
17. Discuss the major consumer promotion tools.

**PART-C**

Answer any **TWO** questions

(2 x 20 = 40 Marks)

18. Describe the various core marketing concepts in detail.
19. Discuss the 'PLC' concept elaborately with suitable examples.
20. Analyze the various macro environmental forces that influence the marketer's ability in sustaining business.
21. Identify and explain the major media types and its advantages.

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