

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

FIRST SEMESTER – NOVEMBER 2007

CO 1808 - STRATEGIC MARKETING MANAGEMENT

AU 16

Date : 27/10/2007
Time : 1:00 - 4:00

Dept. No.

Max. : 100 Marks

PART-A

Attempt all questions

(10x2 = 20 marks)

- 1) What is the AIDA model?
- 2) List any three buying roles of a consumer.
- 3) Mention any one objective of competitor analysis.
- 4) Mention any two shifts in cultural values.
- 5) What is 'flank attack'?
- 6) Illustrate diagrammatically any two PLC curves.
- 7) Mention any two popular sources of new product ideas.
- 8) What is DSS?
- 9) Mention any two advantages of Logistics.
- 10) Mention an example of a company which tried to decrease its sales recently in Chennai.

PART – B

Attempt any FIVE questions

(5x8 = 40 marks)

- 11) Is competitor analysis a must for modern organizations?
- 12) What are the factors influencing consumer behavior?
- 13) What types of environmental information are required by managers as per Aguilar?
- 14) What factors affect the feasibility of segmentation?
- 15) Comment on the behavioural base for segmenting consumer markets.
- 16) Comment on the utility of Davidson's eight significant potential competitive advantages for a successful organization.
- 17) Describe the BCG matrix and explain the strategic challenges it offers to a business portfolio.
- 18) Comment on the military strategies adopted by market leaders.

PART – C

Attempt any Two questions

(2x20 = 40 marks)

- 19) What do companies need to know about their competition?
- 20) Describe Porter's three generic strategies.
- 21) Identify a Product/ Service and describe how a radically different approach to communicating with the market would deliver better results.
