



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION - COMMERCE

FIRST SEMESTER – NOVEMBER 2011

CO 1808 - STRATEGIC MARKETING MANAGEMENT

Date : 03-11-2011

Dept. No.

Max. : 100 Marks

Time : 1:00 - 4:00

SECTION – A Answer ALL questions in about three lines each (10 x 2 = 20)

1. State the different types of Demand states.
2. State the five types of needs with an example for each.
3. Give a brief description of the marketing environment.
4. What are the contents of a tactical marketing plan? (very briefly)
5. What is total customer benefit?
6. Who is an opinion leader?
7. What is a market niche?
8. What is product line stretching? State its three manifestations.
9. In the third degree price discrimination, the seller charges different amounts from different buyers – state these forms.
10. State the objectives of modern advertising.

SECTION – B Answer any FIVE in about 2 pages each (5 x 8 = 40)

11. Briefly explain the ten types of entities which can be marketed.
12. Write a note on the modern marketing management tasks.
13. “Personal characteristics influence a buyer’s decision to buy something” – What are these characteristics?
14. What are the general attack strategies available to marketer?
15. What are the quality dimensions a marketer must keep in mind while differentiating his product?
16. Explain the main dimensions of the following; (a) Promotional Pricing, (b) Differentiated Pricing.
17. What are the factors to be considered while developing an ideal communication mix?
18. Explain the ways in which consumer goods are test marketed.

SECTION – C Answer any TWO in about 4 pages each (2 x 20 = 40)

19. How would you cultivate long-term customer relationships?
20. Explain the five stages model of the buying decision process of a consumer.
21. How are the following bases used for segmenting consumer markets – (a) demographic, (b) psychographic?
