



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

FIRST SEMESTER – NOVEMBER 2015

CO 1816 - STRATEGIC MARKETING MANAGEMENT

Date : 12/11/2015
Time : 01:00-04:00

Dept. No.

Max. : 100 Marks

SECTION-A

Answer **ALL** questions.

(10x=20marks)

Provide brief explanation for the following:

1. Marketing mix
2. Brand equity
3. Channel conflict
4. Customer Relationship Management
5. Value Delivery Network
6. Database marketing
7. Marketing Research
8. Target marketing
9. Needs, Wants and Demands of people
10. E-commerce

SECTION-B

Answer any **FOUR** questions

(4X10=40 marks)

11. Explain the various stages of Product Life Cycle.
12. What is 'Lifetime Value of Customers ' and how can marketers maximize it ?Explain .
13. List out the major types of retailersand explain the same.
14. Describe the methods of setting total promotion budget.
15. List out and explain the alternative concepts or orientations under which organizations design and carry out their marketing strategies.
16. Explain the functions, performed by channel intermediaries.
17. Explain how a company decides which international markets to enter.

SECTION-C

Answer any **TWO** questions:

(2x20=40 marks)

18. What is consumer behavior? How do consumer characteristics influence buying behavior? Explain.
19. Discuss the nature and importance of marketing logistics and integrated supply chain management.
20. Assuming that you are a Marketing Manager in a company, identify and explain the new marketing realities and new customer capabilities, and new company capabilities in the marketing landscape.
21. Describe Explain the steps to be followed by marketer in developing effective marketing communication.
