



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

FIRST SEMESTER – NOVEMBER 2016

16PCO1MC05 – STRATEGIC MARKETING MANAGEMENT

Date: 11-11-2016

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

SECTION-A

(10 x 2 = 20 Marks)

Answer all the questions:

Explain the following concepts briefly:

1. Latent Demand
2. Metamarkets
3. Consumer Behaviour
4. Brand Positioning
5. Customer Value Triad
6. Price Endings
7. Line Filling
8. Integrated Marketing Communication
9. Zero-level marketing
10. Non-store Retailing

SECTION-B

(4 x 10 = 40 Marks)

Answer any FOUR questions:

11. Identify and explain the various new marketing realities.
12. Explain the different methods of market segmentation.
13. Analyse the various methods of product mix pricing.
14. Explain the major psychological processes that would influence consumer responses to the marketing programme.
15. Discuss the various micro environmental forces that affects the global marketers.
16. Elucidate the major types of stores retailers.
17. Explain the different stages of consumer adoption process.

SECTION-C

(2 x 20=40 Marks)

Answer any TWO questions:

18. Discuss the alternative concepts or orientations under which organizations design and carry out their marketing strategies
19. Analyse the different Product Life-Cycle strategies
20. Elaborate the various steps involved in setting the price.
21. Describe the major modes of marketing communication mix.
