



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

SIXTH SEMESTER – NOVEMBER 2016

CO 6611 – STRATEGIC MARKETING MANAGEMENT

Date: 14-11-2016

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

SECTION – A

(10 x 2 = 20)

ANSWER ALL QUESTIONS.

1. List out different levels of strategy?
2. Write a note on Strategic Business units.
3. Differentiate 'Vision' from 'Mission'?
4. What do you understand by marketing research?
5. Provide a preliminary marketing strategy plan for introducing a new product into the market?
6. What are new avenues for marketing Expansion?
7. What do you mean by contingency planning?
8. Explain strategic control?
9. Explain Marketing Audit?
10. What is meant a by 'Marketing Decision Support System'?

SECTION – B

(4 x 10 = 40)

ANSWER ANY FOUR QUESTIONS

11. Elaborate the important issues in 'Strategic Decision Making'?
12. Explain the characteristics of a good mission statement?
13. Comment on new avenues for market expansion in the Indian context.
14. Bring out the key characteristics of good marketing research?
15. Describe the various steps in new product planning and market Development?
16. Identify the risks is high growth markets and explain them?
17. Discuss the critical factors a market leader should manage? Analyse in terms of its relevance to strategic management and Implementation?

ANSWER ANY TWO QUESTIONS

18. Describe the various phases in the Hierarchy of strategic management process?
19. Explain the various changes in marketing strategies as the product moves from one stage to another of its life cycle? Give suitable illustrations from the Indian marketing scene?
20. Elaborate and describe the process of marketing research using an illustration.
21. Describe the chief characteristics of Marketing Audit. Explain the components of a marketing audit?
