

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**M.Com. DEGREE EXAMINATION – COMMERCE****FIRST SEMESTER – NOVEMBER 2022****PCO1MC03 – STRATEGIC MARKETING MANAGEMENT**

Date: 25-11-2022

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION A**Answer ALL the questions**

1	Answer the following	(5 x 1 = 5)	
a)	Define “Product Mix”.	K1	CO1
b)	List any two benefits of market space.	K1	CO1
c)	Name the major tools of promotion	K1	CO1
d)	What is VALS?	K1	CO1
e)	Who is the father of modern marketing?	K1	CO1
2	Match the following	(5 x 1 = 5)	
a)	Performance marketing	i) Mixed bundling	K2 CO1
b)	Learning	ii) Low-interest financing	K2 CO1
c)	Sales promotion	iii) Financial accountability	K2 CO1
d)	Promotional pricing	iv) Consumer Psychology	K2 CO1
e)	Product line	v) Short-term incentives	K2 CO1

SECTION B**Answer any THREE of the following in 500 words (3 x 10 = 30)**

3	Develop a market segmentation strategy for a cosmetic product using psychographic variables.	K3	CO2
4	Identify the main types of entities in marketing.	K3	CO2
5	Demonstrate the three types of vertical marketing systems.	K3	CO2
6	Construct the five-stage model of the consumer buying process.	K3	CO2
7	Illustrate the list of product mix width and product line length of a company.	K3	CO2

SECTION C**Answer any TWO of the following in 500 words (2 x 12.5 = 25)**

8	Examine the key customer markets with examples.	K4	CO3
9	Analyse the channel members functions.	K4	CO3
10	Classify the common product life-cycle patterns.	K4	CO3
11	Explain the various objectives of pricing.	K4	CO3

SECTION D**Answer any ONE of the following in 1000 words (1 x 15 = 15)**

12	Explain the main dimensions of product and services differentiation.	K5	CO4
13	Evaluate the main components of a broad marketing environment.	K5	CO4

SECTION E**Answer any ONE of the following in 1000 words (1 x 20 = 20)**

14	Compile the core marketing concepts with suitable examples.	K6	CO5
15	Discuss the various steps involved in developing effective communication.	K6	CO5
