

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

FIRST SEMESTER – APRIL 2010

CO 1808 / 1802 - STRATEGIC MARKETING MANAGEMENT

Date & Time: 27/04/2010 / 1:00 - 4:00 Dept. No.

Max. : 100 Marks

SECTION – A

(10 x 2 = 20 marks)

Answer all questions. Each answers carries maximum of 2 marks.

Each answer should be around 10 lines.

1. What is strategic planning?
2. Why do new products fail?
3. Explain 'Need pull' approach to new products.
4. What is demographic segmentation?
5. When is penetration pricing appropriate?
6. What is morphological analysis?
7. Mention any two characteristics of the 'Business Strength' dimension of the GE Multifactor Portfolio Matrix
8. Identify any two promotion strategies during the maturity stage of the product strategy.
9. In the context of influence of market position of strategy, who are 'challengers'?
10. What is experimentation?

SECTION – B

(5 x 8 = 40 marks)

Answer any 5 questions. Each answers carries maximum of 8 marks.

Answers should be in about 1 page.

11. Explain Davidson's seven principles of brand development.
12. Explain briefly, the PEST (political, economic, social and technological) framework.
13. What are the benefits to customer service from a logistics viewpoint?
14. Suggest some appropriate strategies for market followers using an example.
15. Comment on the cost-effectiveness of different promotion tools during the lifecycle of a product.
16. Explain the 'Market based Pricing', approach, with the help of an example connected to the restaurant industry.
17. What are the essential steps taken to develop/ design a good message?
18. The 'hard' elements of Marketing are Product, Pricing, Physical Distribution and Promotion. What are the 'soft' elements?

SECTION – C

(2 x 20 = 40 marks)

Answer any 2 questions. Each answers carries maximum of 20 marks.

Answers should be around 4 pages.

19. Write detailed notes on any TWO of the following:
 - a. The New Product Development Process using an illustration.
 - b. The three generic marketing channels
 - c. The utility of the BCG Matrix.
20. Describe Michael Porter's three generic strategies.
21. Identify the potential competitive advantage of using 'Value Chain' analysis
