



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com.DEGREE EXAMINATION – COMMERCE

FIRSTSEMESTER – APRIL 2018

17/16PCO1MC05- STRATEGIC MARKETING MANAGEMENT

Date: 02-05-2018
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART-A

Answer **ALL** questions

(10 x 2 = 20 Marks)

1. Define 'Marketing Management'.
2. What is market segmentation?
3. Define 'Selling'.
4. Enlist any two differences between business market and consumer market.
5. Elaborate 'USP' with a suitable example.
6. What do you understand by marketing environment?
7. What is Product Line?
8. Explain the term 'Advertising'.
9. Define 'Retailing'.
10. State any two sales promotional techniques.

PART-B

Answer any **FOUR** questions

(4 x 10 = 40 Marks)

11. Enumerate the product and services classifications.
12. Explain the major types of store retailers.
13. Elucidate the various factors that contribute to the growing use of packaging.
14. Write an explanatory note on 'PLC' concept.
15. Explain the consumer buying process with examples.
16. State the different kinds of demand with suitable examples.
17. Discuss the various steps involved in developing an effective marketing communication.

PART-C

Answer any **TWO** questions

(2 x 20 = 40 Marks)

18. Explain the marketing mix elements in detail.
19. Discuss the various steps involved in setting a pricing policy with examples
20. Analyze the marketing environmental forces that influence the marketer's ability in sustaining business.
21. Explain the various types of promotional tools available for marketers with examples.

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