



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

FIRST SEMESTER – APRIL 2025

PCO1MC03 – STRATEGIC MARKETING MANAGEMENT



Date: 28-04-2025

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 PM

SECTION A – K1 (CO1)

Answer ALL the questions

(5 x 1 = 5)

1 Choose the correct option

- a) Which of the following is an example of "Promotion" in the marketing mix?
- a) Setting the retail price
 - b) Creating a social media advertising campaign
 - c) Changing the product design
 - d) Expanding distribution networks
- b) What is the primary goal of marketing research?
- a) To increase product prices
 - b) To gather data to make informed marketing decisions
 - c) To create advertisements
 - d) To reduce marketing budgets
- c) Which stage of the product life cycle typically focuses on building awareness and stimulating product trials?
- a) Introduction
 - b) Growth
 - c) Maturity
 - d) Decline
- d) What is the main objective of Integrated Marketing Communication (IMC)?
- a) To use as many communication channels as possible
 - b) To ensure consistent messaging across all communication platforms
 - c) To reduce marketing budgets
 - d) To focus solely on online marketing
- e) Which of the following best describes a "new market offering"?
- a) An existing product with minor changes
 - b) A product or service that is new to the market or significantly improved
 - c) A discounted product to increase sales
 - d) A seasonal promotion for a current product

SECTION A – K2 (CO1)

Answer ALL the questions

(5 x 1 = 5)

2 Answer the following

- a) Scope of marketing
- b) Marketing research
- c) Steps in setting the price for a product
- d) Strategic Marketing
- e) Wholesaling

SECTION B – K3 (CO2)

Answer any THREE of the following in 100 words each.

(3 x 10 = 30)

- 3 What is the role of positioning in marketing?
- 4 Explain the internal and external sources of information should be considered, why scanning the environment.
- 5 Determine the purpose of classifying products, and why is it important for marketers?
- 6 Analyse the marketing management tasks involved for successful marketing management.
- 7 Determine the objectives of packaging.

SECTION C – K4 (CO3)

Answer any TWO of the following in 200 words each.

(2 x 12.5 = 25)

- 8 How can businesses adjust their marketing mix for different markets?
- 9 Explain the factors to be considered by companies, when assessing the potential risks and benefits of expanding into specific global markets?
- 10 Determine the life cycle of a product and state the impacts of marketing strategy at each stage?
- 11 Explain the buyer decision-making process, and how do consumers go through the stages of need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behaviour?

SECTION D – K5 (CO4)

Answer any ONE of the following in 500 words

(1 x 15 = 15)

- 12 Describe the different product levels with relevant examples.
- 13 Enumerate the 4P's of Modern marketing management.

SECTION E – K6 (CO5)

Answer any ONE of the following in 1000 words

(1 x 20 = 20)

- 14 Critically analysis the impact of digital marketing shift on traditional marketing strategies.
- 15 Analyze the role of innovation in creating successful new products or services and to stay competitive in market.

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