



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**M.Com. DEGREE EXAMINATION - COMMERCE**

**FIRST SEMESTER – NOVEMBER 2013**

**CO 1816/1808 - STRATEGIC MARKETING MANAGEMENT**

Date : 16/11/2013  
Time : 1:00 - 4:00

Dept. No.

Max. : 100 Marks

**SECTION- A**

**Answer ALL the Questions in this section:**

**(10 x 2 = 20 Marks)**

*Explain the meaning of the following:*

1. Marketing Mix
2. Marketing Information System
3. Competitive Advantage
4. Brand Extension.
5. Brand Equity
6. Target Costing
7. B2B Market.
8. Sales Promotion.
9. Psychological Pricing.
10. Channel conflict

**SECTION- B**

**Answer any FOUR Questions in this section:**

**(4 x 10 = 40 Marks)**

11. Explain the different Marketing Management Orientations.
12. Explain the four types of buying decision behaviour based on the degree of buyer's involvement and the degree of differences among brands.
13. Explain the product characteristics that influence on the rate of adoption.
14. Discuss the different types of consumer products.
15. Explain the functions, performed by channel intermediaries.
16. What is vertical marketing distribution system? Explain its types.
17. Explain how a company decides which international markets to enter.

**SECTION- C**

**Answer any TWO Questions in this section:**

**(2 x 20 = 40 Marks)**

18. Assuming that you are a Marketing Manager in a Company, Identify and explain the new marketing realities, new consumer capabilities, and new company capabilities in the changing marketing landscape.
19. Discuss the stages of buyer decision process in the consumer market.
20. Explain the steps to be followed by marketer in developing effective marketing communication.
21. Describe the characteristics, objectives and strategies in relation to each stage of Product life cycle.

\*\*\*\*\*