



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

FIRST SEMESTER – NOVEMBER 2014

CO 1816 - STRATEGIC MARKETING MANAGEMENT

Date : 10/11/2014
Time : 01:00-04:00

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. Market.
2. Customer-perceived value.
3. Customer Relationship Management.
4. Marketing Intermediaries.
5. Marketing Information System.
6. Individual Marketing.
7. Brand Equity.
8. Contract Manufacturing.
9. Buzz Marketing.
10. Value Delivery Network.

SECTION- B

Answer any FOUR Questions in this section:

(4 x 10 = 40 Marks)

11. List and explain the alternative concepts or orientations under which organisations design and carry out their marketing strategies.
12. Examine the major trends and forces that are changing the marketing land-scape and challenging marketing strategy.
13. Discuss the special issues including public policy and ethics issues, some researchers face.
14. Explain the three levels at which a product is planned by a manufacturer.
15. Explain the meaning of Perceived value pricing and Competition based pricing.
16. List and explain the indicators of a foreign market potential.
17. Describe the methods of setting total promotion budget.

SECTION- C

Answer any TWO Questions in this section:

(2 x 20 = 40 Marks)

18. Describe the elements of a customer-driven marketing strategy and mix, and the forces that influence it.
19. Outline and explain the major variables that might be used in segmenting a consumer market.
20. Describe the characteristics, objectives and strategies in relation to each stage of Product Life Cycle (PLC).
21. Discuss the nature and importance of marketing logistics and integrated supply chain management.

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