

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



**M.Com. DEGREE EXAMINATION – COMMERCE**

**FIRST SEMESTER – NOVEMBER 2019**

**PCO 1505 – STRATEGIC MARKETING MANAGEMENT**

Date: 09-11-2019

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

**PART-A**

Answer ALL questions

(10 x 2=20 Marks)

1. What is internal marketing?
2. Define “Prospect”
3. What is metamarket?
4. What do you understand by overall cost leadership?
5. Define “Marketing Intelligence”.
6. What is down-market stretch?
7. Explain the term “Potential Product”.
8. What is Price Ending?
9. Define “Non-store Retailing”.
10. What is word-of-mouth marketing?

**PART-B**

Answer any FOUR questions:

(4 x 10=40 Marks)

11. Elucidate the different composition of demand.
12. Explain any five broad environment components with examples.
13. Enumerate the various factors leading to less price sensitivity.
14. State the various product mix pricing.
15. Explain the five-stage model of the consumer buying process.
16. Explain briefly the various marketing communication mix with suitable examples.
17. Describe the channel-design and channel-management strategies.

**PART-C**

Answer any TWO questions:

(2 x 20=40 Marks)

18. Identify and explain any five deadly Sins and Commandments of marketing with suitable examples.
19. Explain the various strategies adopted in relation to Product Life Cycle
20. Discuss the steps involved in developing an effective marketing communications.
21. Discuss the consumer and industrial product classifications with an appropriate marketing strategy.

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