

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Com. DEGREE EXAMINATION – COMMERCE

SIXTH SEMESTER – APRIL 2016

CO 6611 – STRATEGIC MARKETING MANAGEMENT

Date: 15-04-2016

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

PART – A

Answer **ALL** the questions:

(10 x 2 = 20 marks)

Explain briefly, each of the following terms:

1. Marketing strategy.
2. Value based planning.
3. Skimming.
4. Multiple factor indexes.
5. Contractual entry modes.
6. Mobile strategy.
7. Counter trade.
8. Formalisation
9. Self-management teams.
10. List out the dimensions of service quality.

PART – B

Answer any **FOUR** questions:

(4 x 10 = 40 marks)

11. What are the factors that influence the corporate mission?
12. Define strategy. Explain its components.
13. Explain the major forces that determine industry competition.
14. Discuss on ethical issues in management information systems and marketing research.
15. Explain the types of new market entries appropriate for different strategic objectives.
16. Explain the opportunities and risk in growth markets.
17. What are the various methods for maintaining low-cost position?

PART – C

Answer any **TWO** questions:

(2 x 20 = 40 marks)

18. Explain in detail the evolution of planning systems.
19. Give a detailed explanation on competitor analysis.
20. Discuss in detail the marketing objectives of share growth strategies.
21. Prepare a marketing plan for a product of your choice.

\$\$\$\$\$\$