

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034



B.Com. DEGREE EXAMINATION – COMMERCE

SIXTH SEMESTER – APRIL 2023

CO 6611 – STRATEGIC MARKETING MANAGEMENT

Date: 15-05-2023

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

SECTION – A

(10 X 2 = 20 Marks)

ANSWER ALL QUESTIONS

1. Define “Strategy”.
2. What is marketing research?
3. Expand the term “MIS”.
4. What do you mean by original equipment manufacturer?
5. Define “Standardization”.
6. What is position defense strategy?
7. Define "Contraction”.
8. What is niche penetration?
9. Define the concept “Marketing audit”.
10. List any two benefits of strategic business units.

SECTION – B

(4 X 10 = 40 Marks)

ANSWER ANY FOUR QUESTIONS

11. Describe the various process of formulating marketing strategy.
12. Explain the objectives of introducing a new product.
13. Why should marketing research be conducted? Explain
14. Elucidate the various growth –market strategies adopted by the market leaders.
15. Analyze the different marketing objectives of share-growth strategies for followers.
16. Explain the various strategies available for the declining markets
17. State any five comparisons between logistics and SCM

SECTION – C

(2 X 20 = 40 Marks)

ANSWER ANY TWO QUESTIONS

18. Illustrate the hierarchy of strategies elaborately
19. Discuss the different market entry strategies and its determinants of success
20. Describe in detail the various business strategies for mature markets.
21. Explain the role of a marketing manager of a FMCG company in formulating and implementing strategies.

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