

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

FIRST SEMESTER – NOVEMBER 2009

CO 1808 - STRATEGIC MARKETING MANAGEMENT

Date & Time: 06/11/2009 / 1:00 - 4:00 Dept. No.

Max. : 100 Marks

SECTION – A

Answer ALL questions in not more than 3 lines each.

(10x2=20 marks)

1. State the 3 stages through which marketing practice should proceed.
2. Briefly state the tactics a marketer can use to increase the value of the customer offering.
3. What is marketing network?
4. Describe the supply chain.
5. What do you understand by a “Company’s Competitive Advantage”?
6. State the 4 major categories of marketing alliances?
7. Explain Culture.
8. What is learning in the context of marketing?
9. State the 5 roles people play in a buying decision.
10. State the 4 types of competition a marketer faces.

SECTION – B

Answer any 5 in not more than 2 pages each.

(5x8=40 marks)

11. What are the main elements of customer relationship management?
12. How can a marketer deliver value and satisfaction to a modern customer?
13. “Marketers need to be aware of the major trends in the Natural Environment”- What are these trends?
14. Write a note on the scope of marketing.
15. What are Reference groups? Highlight their significance for marketing.
16. How should a marketer analyze competitors?
17. What are the attack strategy options available to a marketer?
18. Write a note on product differentiation.

SECTION – C

Answer any 2 in not more than 4 pages each.

(2x20=40 marks)

19. What are the steps in the marketing planning process?
20. Explain the significance of the family and personal factors in influencing a buyer’s behavior.
21. Write a note on Product Life Cycle.
