 LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

 **M.Com.** DEGREE EXAMINATION - **COMMERCE**

FIRST SEMESTER – **NOVEMBER 2012**

# CO 1816/1808 - STRATEGIC MARKETING MANAGEMENT

 Date : 15/11/2012 Dept. No. Max. : 100 Marks

 Time : 1:00 - 4:00

**SECTION – A**

**Answer ALL questions: ( 10 x 2 = 20 )**

1. What is target marketing?
2. Differentiate between needs, wants and demands of people.
3. Write a short note on SWOT analysis.
4. What is value network?
5. Write a note on ‘Channel Pricing’.
6. What is a ‘Zero-Level Channel’?
7. What is E – Marketing?
8. Define the term ‘Marketing Research’.
9. What is database marketing?
10. What is an Integrated Logistics System?

SECTION – B

**Answer any five questions: ( 5 x 8 = 40 )**

1. What are the tasks necessary for successful marketing management?
2. What are the internal records that are useful for marketing managers to spot opportunities and problems? Briefly explain.
3. Explain are the various stages of Product Life Cycle.
4. What is product innovation? What are the factors influencing product innovation? Explain.
5. What are the various pricing techniques adopted by companies to stimulate early purchase? Explain.
6. What is ‘Lifetime Value of Customers’ and how can marketers maximize it? Explain.
7. What are the characteristics of products? How do marketers classify products? Explain.
8. What are the major types of retailers? Explain.

**SECTION – C**

**Answer any TWO questions: ( 2 x 20 = 40 )**

1. What decisions do companies take in managing their channels? How do they integrate channels and manage channel conflict? Explain.
2. What is consumer behavior? How do consumer characteristics influence buying behavior? Explain
3. Explain the role of marketing communications. How do marketing communications work?

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