



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

FIRST SEMESTER – NOVEMBER 2017

17/16PCO1MC05 - STRATEGIC MARKETING MANAGEMENT

Date: 14-11-2017
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART-A

Answer ALL questions

(10X2=20 Marks)

Explain the following terms:

1. Marketing Management
2. Zero-level Channel
3. Latent Demand
4. Consumer Market
5. USP
6. Product line stretching
7. Co-branding
8. Price endings
9. Word-of-mouth marketing
10. P-O-P

PART-B

Answer any FOUR questions:

(4X10=40 Marks)

11. Elucidate the Four P components of the marketing mix.
12. Enumerate the various steps involved in developing an effective marketing communication.
13. Describe the different product levels with relevant examples.
14. What are the various price-adaptation strategies? Explain briefly.
15. State the different factors influencing consumer buying behavior.
16. Explain briefly the integrated marketing communication mix.
17. Discuss the various best practices of top service companies.

PART-C

Answer any TWO questions:

(2X20=40 Marks)

18. Enumerate the objectives and strategies in relation to Product Life Cycle.
19. Discuss the various steps involved in setting a pricing policy with examples.
20. Describe the channel-design and channel-management strategies in detail.
21. What is Marketing Research? Explain the marketing research process in detail.

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