



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

FIRST SEMESTER – NOVEMBER 2018

16/17/18PCO1MC05 – STRATEGIC MARKETING MANAGEMENT

Date: 31-10-2018

Dept. No.

Max. : 100 Marks

Time: 01:00-04:00

PART-A

Answer **ALL** questions

(10 x 2 = 20 Marks)

1. Define 'Relationship Marketing'.
2. What is Segmentation?
3. Define 'Ingredient branding'.
4. Enlist any two differences between business market and consumer market.
5. Elaborate 'Corporate VMS' with a suitable example.
6. What do you understand by Natural Environment?
7. What is Product mix?
8. Explain the term 'Direct Marketing'.
9. Define 'Private Labels'.
10. State any two sales promotional techniques.

PART-B

Answer any **FOUR** questions

(4 x 10 = 40 Marks)

11. Enumerate the Four Ps of modern marketing management.
12. Explain the major types of store retailers.
13. Elucidate the various factors that contribute to the growing use of packaging.
14. Write an explanatory note on 'PLC' concept.
15. Explain the consumer buying process with examples.
16. State the different types of entities marketed with suitable examples.
17. Discuss the various steps involved in developing an effective marketing communication.

PART-C

Answer any **TWO** questions

(2 x 20 = 40 Marks)

18. Explain the various company orientations towards the marketplace.
19. Discuss the product and services differentiations with examples.
20. Analyze the marketing environmental forces that influence the marketer's ability in sustaining business.
21. Explain in detail the following:
 - (i) Factors to be considered while setting a price.
 - (ii) Price adapting techniques.

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