



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

FIRST SEMESTER – NOVEMBER 2023

PCO1MC03 – STRATEGIC MARKETING MANAGEMENT

Date: 06-11-2023

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

SECTION A – K1 (CO1)

Answer ALL the questions

(5 x 1 = 5)

1 Write a short note on:

- a) Holistic Marketing
- b) Co-Branding
- c) Price Endings
- d) Horizontal Marketing systems
- e) Word-of-mouth marketing

SECTION A – K2 (CO1)

Answer ALL the questions

(5 x 1 = 5)

2 Match the following

- a) Product - Internal marketing
- b) Price - IMC
- c) Place - Countertrade
- d) Promotion - VMS
- e) People - Line stretching

SECTION B – K3 (CO2)

Answer any THREE of the following in 100 words each.

(3 x 10 = 30)

- 3 Sketch various stages of AIDA Model.
- 4 Identify the key psychological processes influencing consumer behavior.
- 5 Demonstrate the levels of consumer marketing channels.
- 6 Construct a marketing mix plan for a consumer product.
- 7 Determine the objectives of packaging.

SECTION C – K4 (CO3)

Answer any TWO of the following in 200 words each.

(2 x 12.5 = 25)

- 8 Examine the four stages of PLC Strategies.
- 9 Analyse the major modes of communication in marketing.
- 10 Classify the product mix pricing strategies with suitable examples.
- 11 Compare consumer goods and industrial goods.

SECTION D – K5 (CO4)

Answer any ONE of the following in 500 words (1 x 15 = 15)

12 Explain the marketing management tasks involved for successful marketing management.

13 Determine the various pricing strategies adopted by companies.

SECTION E – K6 (CO5)

Answer any ONE of the following in 1000 words (1 x 20 = 20)

14 Appraise the core set of concepts used in marketing with appropriate examples.

15 Interpret the steps involved in developing an effective marketing communication.

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