

**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**



**B.Com. DEGREE EXAMINATION – COMMERCE**

**SIXTH SEMESTER – APRIL 2019**

**CO 6611–STRATEGIC MARKETING MANAGEMENT**

Date: 01-04-2019

Dept. No.

Max. : 100 Marks

Time: 09:00-12:00

**PART- A**

**Answer ALL Questions:**

**(10 X 2 = 20)**

1. What do you mean by Corporate Strategy?
2. What is Financial Planning System?
3. Give a brief note on Strategic Inertia.
4. What is Market Penetration?
5. Write note on Cash Cows.
6. What do you mean by Value-based planning?
7. Conclusive Research – Brief.
8. What is Marketing-Decision Support Systems?
9. Write a short note on Market Expansion/Mobile Strategy.
10. What is Harvesting Strategy / Milking Strategy.

**PART- B**

**Answer any FOUR Questions:**

**(4 X 10= 40)**

11. Discuss the different types of Planning System.
12. Distinguish between Production –oriented and Market- oriented firms.
13. Explain the factors that influence the Corporate Mission.
14. Examine the objectives of new product and market development.
15. How you determine the different share growth strategies for followers?
16. Explain strategic issues in mature and declining markets.
17. Explain the different types of Marketing Audits?

**PART- C**

**Answer any TWO Questions:**

**(2X 20= 40)**

18. Discuss the activities involved in the process of formulating and implementing marketing strategy.
  19. Explain the steps in Marketing Research Process.
  20. Discuss the situations favouring alternative marketing strategies for new product pioneers.
  21. Discuss in detail the various stages in Contingency Planning Process.
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