



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

FIRST SEMESTER – APRIL 2017

16PCO1MC05- STRATEGIC MARKETING MANAGEMENT

Date: 05-05-2017
Time :09:00-12:00

Dept. No.

Max. : 100 Marks

SECTION – A

Answer all the Questions: 10 x 2 = 20

Explain the meaning of the following Terms.

1. Dual Pricing
2. Channel Conflict
3. Brand Equity
4. Competitive Advantage
5. Marketing Research
6. Value delivery Network
7. E-commerce
8. Niche Marketing
9. Marketing mix
10. Marketing Information System

SECTION – B

Answer any Four Questions:

4X10=40

11. What is vertical marketing distribution system? Explain its types.
12. Explain the different types of consumer products with example
13. Explain the different marketing management orientations.
14. Explain the various stages of product life cycle.
15. List out the major the types of retailers and their functions.
16. What are the factors influencing product innovation? Briefly explain.
17. Mention the merits and demerits of advertisement to marketers.

SECTION – C

Answer any Two Questions: 2 X 20 = 40

- 18. What is consumer behavior? How do Consumer characteristics influencing buying Behaviour? Explain.**
- 19. Describe the steps to be followed by marketer in developing effective marketing communication.**
- 20. Discuss the various kinds of pricing methods with relevant example.**
- 21. Discuss the nature and importance of marketing logistics and integrated supply chain management.**

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