



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

SIXTH SEMESTER – APRIL 2017

CO 6611- STRATEGIC MARKETING MANAGEMENT

Date: 20-04-2017
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART- A

Answer ALL Questions:

(10 X 2 = 20)

1. Define Strategic Marketing.
2. Define 'Strategic Business Unit'.
3. What is Marketing Audit?
4. Explain Strategic Control.
5. What is Strategic Analysis?
6. Define Tactical Planning.
7. What is declining in marketing?
8. Mention any two characteristics of Marketing Research.
9. Define Strategic Management.
10. What is Competitive Advantage?

PART- B

Answer any FOUR Questions:

(4 X 10= 40)

11. What is a Strategic Marketing Plan? How does Strategic Marketing Plan differs from day-to-day planning?
12. Discuss the major guidelines for setting up SBUs.
13. Explain the common entry strategies along with their merits and demerits.
14. Examine the nature of Marketing Strategies.
15. How do you determine the business composition strategy for a declining market?
16. Explain a few growth market strategies for market leaders.
17. Explain the different corporate level marketing strategies?

PART- C

Answer any TWO Questions:

(2X 20= 40)

18. What do you mean by Market Strategy? Discuss the details of a good marketing strategies.
19. Describe the various types of Competitive Marketing Strategies.
20. Describe the basic features and components of Marketing Audit.
21. As a strategic marketing manager, describe the various international marketing decision areas taken into consideration.
