



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

SIXTH SEMESTER – APRIL 2015

CO 6611 - STRATEGIC MARKETING MANAGEMENT

Date : 15/04/2015
Time : 09:00-12:00

Dept. No.

Max. : 100 Marks

PART – A

Answer **ALL** questions:

(10x2=20)

1. Corporate Mission.
2. Marketing plan.
3. Analogy.
4. Shake out stage.
5. Flanking strategy.
6. Contractual entry mode.
7. Market Expenditure strategy.
8. List out the strategic traps during transition.
9. Annual plan.
10. Formalistion.

PART – B

Answer any **FOUR** questions:

(4x10=40)

11. Discuss the recent development affecting the strategic role of Marketing for a firm.
12. What is meant by Corporate objectives? What are the Common performance criteria that specify corporate, Business-Unit and Marketing objectives.
13. Explain the porter's five competitive forces that determine industry attractiveness.
14. List and Explain the Marketing objectives and strategies for New Product Pioneers.
15. What are the various dimensions of Product and Service Quality?
16. Discuss the elements of Contingency Planning Process.
17. Enumerate the administrative factors related to the successful implementation of business strategies.

PART – C

Answer any **TWO** questions:

(2x20=40)

18. Discuss "Corporate Growth Strategies".
19. Analyse in detail potential merits of Pioneer and Follower Strategies
20. Explain the possible actions appropriate for different strategies in declining Markets.
21. Prepare a Marketing plan for a product of your choice.
