



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

M.Com. DEGREE EXAMINATION – COMMERCE

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FIRST SEMESTER – APRIL 2016

CO 1816 - STRATEGIC MARKETING MANAGEMENT

Date: 05-05-2016
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

PART-A

Answer all questions:

(10X2=20)

Explain the following terms:

1. Brand Equity
2. Channel conflict
3. Marketing Mix
4. Niche Marketing
5. E-Marketing
6. Target Marketing
7. SWOT analysis
8. Competitive Advantage
9. Buzz Marketing
10. Value Delivery Network

PART-B

Answer any FOUR questions:

(4X10=40)

11. List out and explain about Third Party Logistics.
12. Explain the role of wholesalers in distribution channel.
13. Bring out the steps involved in developing effective Marketing Communication.
14. Describe the methods off-setting Total Promotion Budget.
15. What are the factors influencing Product Innovation? Briefly explain.
16. State the different marketing orientations with suitable examples.
17. Mention the merits and demerits of advertisement to marketers.

PART-C

Answer any TWO questions:

(2X20=40)

18. Enumerate the objectives and strategies in relation to Product Life Cycle.
19. Discuss the various kinds of pricing methods with relevant examples.
20. Explain the nature and importance of marketing logistics and integrated supply chain management.
21. “Retailers play a vital role in the supply-chain management of our country” – Critically evaluate.