

Total No. of Pages:

Register Number:

6713

Name of the Candidate:

M.B.A. (CORPORATE MANAGEMENT) DEGREE

EXAMINATION - 2011

(FIRST YEAR)

(PAPER – VII)

170. STRATEGIC MARKETING MANAGEMENT

December)

(Time: 3 Hours

Maximum: 75 Marks

SECTION - A

Answer any FIVE questions.

(5 × 3 = 15)

1. a) Define Marketing.
- b) What do you mean by Marketing Strategies?
- c) What is value chain?
- d) Define marketing Information System.
- e) What is Buying motives?
- f) Define Brand equity.
- g) What is benchmarking?
- h) Define sales promotion.

SECTION - B

Answer any THREE questions.

(3 × 10 = 30)

2. Explain the scope of marketing.
3. What are the factors of Legal and Political Environments?
4. Explain the factors influencing consumer behaviour.
5. What is meant by product life cycle? Explain its concepts with examples.
6. Write short notes on: (a) Direct Marketing; (b) Network Marketing.

SECTION - C
Answer any ONE question. (1 × 15 = 15)

7. Explain the concepts of marketing.
8. What do you mean by marketing research? Describe its process.
9. Explain the advantages of advertising.

SECTION - D
(Compulsory) (1 × 15 = 15)

10. A small scale manufacturer of consumer durables who has spent many years with a reputed overseas manufacturer of similar products and who is a technocrat wishes to introduce a complete range of kitchen appliances in the domestic market. The company does not have its own sales offices and as such depends on Distributors / Dealers for its entire marketing effort. The first product he has identified is a microwave oven for which he has obtained ISI Certification and is the only brand to get that. The product is reasonably priced but the brand has little or no market awareness. His friend who is assisting him with the marketing effort feels the trade holds the key to their being able to establish their brand in the market. They turn to you for help – What advice would you give him? Substantiate your recommendations.

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