

M.Phil/Pre Ph.D Regular & Supplementary Examinations – OCTOBER, 2023
R210302B

Paper –II: STRATEGIC MARKETING MANAGEMENT.
Commerce & Management

Time : 3 hrs

Maximum Marks : 100

Answer One Question from Each Unit
All Questions Carry Equal Marks

UNIT - I

1. (a) What are the different fundamentals of Strategic Marketing? 10 M
(b) Discuss the various objectives of Strategic Marketing Management. 10 M
(or)
2. (a) Examine the need for the use of Marketing Research for Marketing Strategy Decisions. 10 M
(b) What is meant by Strategic Marketing Plan? What are its components 10 M

UNIT - II

3. (a) What are the objectives of conducting SWOT Analysis? 10 M
(b) Outline the various issues involved in BCG Matrix. 10 M
(or)
4. (a) Briefly explain about various Strategic Options. 10 M
(b) What is the process involved in development of a Strategic Position. 10 M

UNIT - III

5. (a) "Formulation of Marketing Strategy is a difficult task? Discuss. 10 M
(b) Briefly explain about the need for Diversification Strategies. 10 M
(or)
6. (a) What do you understand by Competitive Positioning Strategies? Explain. 10 M
(b) What are the objectives of Global Marketing Strategies? 10 M

UNIT - IV

7. (a) Briefly write about the process of implementing Marketing Strategy. 10 M
(b) What are the constraints in Marketing Strategy Implementation? 10 M
(or)
8. (a) Examine the problems involved in Integration of Marketing Strategies. 10 M
(b) "New Product Development needs utmost Care". Discuss. 10 M

UNIT - V

9. (a) What is the process involved in evaluation of Marketing Strategy? 10 M
(b) What methods are available to measure Marketing Performance? 10 M
(or)
10. (a) What is Strategic Marketing Audit? What are its objectives? 10 M
(b) What are the issues involved in formulation of Marketing Strategy? 10 M
