



M.Com. II Semester Degree Examination, October - 2023

COMMERCE

Strategic Marketing Management

(NEP)

Time : 3 Hours

Maximum Marks : 70

Note : Answer **any five** of the following questions with Question No. **1** is **Compulsory**. Each question carries **Fourteen** marks.

1. Define strategic intent. Critically evaluate the relevance of vision and mission statement in the growth of company. **14**
2. Discuss the building blocks of strategic marketing approach. **14**
3. Briefly, explain why a strategist has to consider the macro environmental forces in formulating the strategies. **14**
4. Elucidate the impact of STP (Segmentation, Targeting and Positioning) Model in understanding the consumer behaviour. **14**
5. Critically evaluate the issues and challenges of strategic marketing management in the present marketing system. **14**
6. Define competitive advantage. Explain the contribution of Michael Porter towards competitive advantage. **14**
7. Briefly discuss the recent trends in strategic marketing management. **14**
8. Write a note on the following :
 - (a) Marketing Myopia **5**
 - (b) SWOT **5**
 - (c) Sustainable marketing **4**

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