



**M.Com. II Semester (CBCS) Degree Examination,
September/October - 2022**

COMMERCE

21COM2C10L : Strategic Marketing Management

Time : 3 Hours

Maximum Marks : 70

Instruction : Answer **any five** of the following questions with question No.1 is **Compulsory**.
All questions carries equal marks.

1. What do you mean by strategic intent ? Explain the different components of strategic intent. 14
2. Define strategic marketing management. Elucidate various strategic implications of marketing decisions. 14
3. Explain the relevance of Michael Porter's Five Force Model to understand the competitive strategies in marketing decisions. 14
4. What do you mean by strategic marketing evaluation ? Illustrate the techniques used in marketing strategic evaluation. 14
5. Describe the recent trends in strategic marketing management. 14
6. (a) Explain the functions of strategic marketing management. 7
(b) Critically examine the different approaches for competitor analysis. 7
7. (a) Define consumer behaviour. Discuss the determinants affecting consumer behaviour. 7
(b) Briefly explain the marketing mix strategies. 7
8. (a) How is PEST analysis used in marketing strategic planning ? 5
(b) What is brand resonance ? How is brand resonance measured ? 5
(c) Write a note on CRM. 4

