

PHCOM4

Ph.D Course Work Examinations, July-2023

COMMERCE

Course IV: 4.9: Strategic Marketing Management

Time: 3 Hours

Max. Marks: 70

Answer any **Seven** of the following Questions. Each question carries **Ten Marks (7X10=70)**

1. Describe traditional and modern concepts of Marketing along with their features.
2. Define Value Chain analysis. Analyse the pros and cons of Value Chain analysis.
3. Critically evaluate the different customer retention strategies.
4. Explain the factors influencing on Organistaional Buying.
5. Define Market Segmentation. Elucidate significance and bases for market segmentation.
6. Discuss Porter's Five Forces Model of competitive advantage.
7. Examine reaction patterns to analyse the competition.
8. Write a note on channel differentiation and service differentiation.
9. Highlight factors to be considered in designing distribution channels.
10. Portray the various product positioning strategies.
