



**M.Com. II Semester Degree Examination, Sept./Oct. - 2024**

**COMMERCE**

**Strategic Marketing Management**

**(NEP)**

Time : 3 Hours

Maximum Marks : 70

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

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1. Discuss the differences between Generic and Specific Marketing Strategies with suitable examples. **14**
2. Critically evaluate the strategic implications of marketing decisions with relevant examples. **14**
3. Discuss Porter's Five Forces Model and its application in formulating competitive strategies. **14**
4. Discuss the importance of Brand Resonance and Unique Selling Proposition (USP) in strategic marketing. **14**
5. Discuss the strategic implications of distribution strategies in ensuring market success. **14**
6. Analyse the significance marketing myopia and its dimensions in contemporary business practices. **14**
7. Evaluate the role of CRM and Virtual Marketing in building customer relationships and enhancing market reach. **14**
8. Write a note on the following :
  - (a) Product positioning **5**
  - (b) PEST Analysis **5**
  - (c) Sustainable marketing **4**

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