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CMS 453

**II Semester M.Com. Degree Examination, September/October 2022
(Choice Based Credit System)
COMMERCE
Strategic Marketing Management**

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any four** questions out of seven, **each** question carries **10** marks.

Answer to **each** question should **not** exceed **4** pages.

(4×10=40)

1. Explain nature and importance of Strategic Marketing Management.
2. Explain the contribution of Michael Porter to Competitive advantage.
3. Briefly explain the ethical issues involved in marketing of goods and services.
4. What are the reasons for failure of a new product ? Explain with suitable example.
5. Discuss about the methods of strategic marketing evaluation.
6. Define International Marketing. Explain how a company decides which international markets to enter.
7. State and explain the micro environmental factors which can influence company's marketing strategy.

SECTION – B

Answer **any two** questions out of three, **each** question carries **15** marks.

Answer to **each** question should **not** exceed **7** pages.

(2×15=30)

8. Critically evaluate the role of STP in marketing strategy.
 9. Discuss the decision to be taken by a marketer in designing a suitable channel for distributing its international marketing offer.
 10. Comment on the utility of Davidson's eight significant potential competitive advantages for a successful organization.
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