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**CRH 454**

**Second Semester M.Com. (HRD) Degree  
Examination, September/October 2022  
(CBCS)  
COMMERCE  
Strategic Marketing Management**

Time : 3 Hours

Max. Marks : 70

**SECTION – A**

Answer **any four** of the following questions. **Each** question carries **10** marks.

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

**(4×10=40)**

1. What factors would you consider for pricing your products before launching into market ? Discuss.
2. What major changes are occurring in the modern retail marketing environment with respect to competitive market structure and technology ? Discuss.
3. Discuss the stages of product life cycle. What is the significance of product life cycle in marketing mix in product development ?
4. What is market control system ? Discuss the steps and types of market control system.
5. What are the types of sales promotion ? Explain the different tools sales promotions with examples.
6. What is consumer behaviour ? Explain factors influencing consumer buying decision.
7. What is Segmentation ? Discuss different basis for segmentation strategy of steel business.

**SECTION – B**

Answer **any two** of the following questions. **Each** question carries **15** marks.

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

**(2×15=30)**

8. What is the marketing communications mix ? What are the major steps in developing effective communications ? Discuss.
9. Think about the last time you went to make a major purchase in a store. How important was the salesperson in that decision ? What did he or she do that you liked or didn't like ?
10. How can companies attract and retain the right customers and cultivate strong customer relationships and communities ?