

Code No: MB163I/R16

MBA III Semester Regular Examinations, Nov-2017

STRATEGIC MARKETING MANAGEMENT

Time: 3 Hours

Max. Marks: 60

*Answer Any FIVE Questions
All Questions Carry Equal Marks
Question No. 8 is Compulsory*

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| 1. a | What is Strategic Management? And explain its role. | 6 M |
| b | Explain the strategic marketing planning process in detail. | 6 M |
| 2. a | What is Marketing Tactics? And explain product tactics in brief. | 6 M |
| b | Explain Payne and Ballantyne's six market model. | 6 M |
| 3. a | What is market segmentation? And explain positioning segmented markets. | 6 M |
| b | Explain the value based marketing strategies. | 6 M |
| 4. a | What is marketing environment? And its explain features. | 6 M |
| b | Explain technological changes in strategic marketing environment. | 6 M |
| 5. a | Explain the nature and potential of key market segments. | 6 M |
| b | Explain the mechanism of strategic marketing response. | 6 M |
| 6. a | What is Corporate Strategy? And explain the formation and implementation of Corporate Strategy. | 6 M |
| b | Explain the direct response marketing strategies in brief. | 6 M |
| 7. a | What are target markets? And explain its nature. | 6 M |
| b | Explain the features of new product development in detail. | 6 M |



8. Case study

12 M

Mrs.Varma was an outstanding sales person in the Ajax Discount Store. She knew the products well, kept up to date with her recordkeeping and was willing to work overtime whenever necessary. None of her co-workers came near her level of overall sales performance.

Because of this effective record Mrs.Varma was promoted to manager of the children's-wear department. Almost from her first day in the new position trouble began to occur. Mrs.Varma complained about her subordinates' lack of motivation and dedication, feeling that they were overpaid and that many should be fired. Naturally this caused difficulty in the department, and two of the better sales people quit abruptly. Mrs.Varma's superior discussed these problems with her, but after several such discussions Mrs.Varma still couldn't understand why she should approach her job differently.

Finally her superior offered Mrs.Varma her old job back as a salesperson with no cut in pay. At first Mrs.Varma was happy about this switch back to her old job. No more problems with those lazy employees. But then she became worried about her lack of success as a manager, and this caused her sales to fall. Even though her boss reinforced her on several occasions, telling her that not everyone can succeed as a manager and that excellent sales people are very valuable to the store, nothing seemed to give assurance to Mrs.Varma.

Questions:

1. What can Mrs.Varma's boss do now?
2. Should she have been demoted back to her old position? Why? Why not?
3. What kinds of problems might Mrs.Varma have with co-workers when she was back in her old job?

