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Reg. No. :

Name :

**IV Semester M.B.A. (Full Time) Examination, July 2009
(2006 Scheme)
STRATEGIC MARKETING MANAGEMENT**

Time : 3 Hours

Max. Marks : 60

PART – A

Write short notes on **any five** questions. **Each** question carries **three** marks.

1. What are the steps in strategic management process ?
2. Describe the characteristics of followers.
3. What is meant by market analysis ?
4. State the importance of channel relationship.
5. What kind of relationship exists between buyer and seller in industrial market ?
6. What are the advantages of SWOT analysis ?
7. What is meant by bench marking ?
8. What are the motives of alliances ?

(5×3=15 Marks)

PART – B

Answer **any three** questions elaborately. **Each** question carries **ten** marks.

9. Is strategic marketing different from strategic planning ? Discuss.
10. Explain any two methods of sales forecasting with advantages and limitations.
11. Briefly explain the types of vertically integrated channels.

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12. Describe the PIMS Model with illustration.
13. How does a company understand its core competency and relate it to corporate strategy ? **(3×10=30 Marks)**

PART – C
(Compulsory)

14. Read the following case and answer the question given at the end of the case. **15**

The herbal shampoo is valued at around Rs. 150 Crores. Nyle, Ayur and Dabur are some of the established brands in the market. Helene, Curtis (JK Group) has introduced a premium herbal shampoo with variants like shikakai and vora, amla and henna priced between Rs. 50 and Rs. 60 (500 ml) for different types of hair. The benefits offered by the variants range from extra protection and nourishment to colour, body and bounce. The shampoos have been launched under the brand name Premium and targeted at urban housewives with a monthly household income of Rs. 20,000. The brand is distributed through 70,000 retail outlets and 120 Raymonds shops. The company has planned only point of purchase posters initially and may consider the electronic media later. The brand has been promoted with an annual advertising expenditure of Rs. 100 Crores.

Question :

What kind of marketing strategies would you suggest for Premium brand shampoos ?
