



Reg. No. :

Name :

**Fourth Semester M.B.A. Degree (Full Time) Examination, July 2009
(2000 Scheme)
STRATEGIC MARKETING MANAGEMENT**

Time : 3 Hours

Max. Marks : 60

Instruction: Answer *any one* question from *each* Unit. *Each* question carries *12* marks.

UNIT – I

1. Explain product life cycle and its different stages.
2. Explain market geography strategy.

UNIT – II

3. Explain the concept of network marketing.
4. Enumerate the latest trend in marketing strategy.

UNIT – III

5. Discuss the importance of strategic planning and control in modern business.
6. Discuss the three approaches of portfolio analysis.

UNIT – IV

7. Describe the conflict management strategies.
8. How are annual marketing plans formulated ? Give the checklist of an annual marketing plan.

UNIT – V

9. Explain in detail the distribution strategy.
10. What steps are involved in strategic corporate planning ? Comment on market opportunity analysis.