

Q.P. Code : 60566

Second Semester M.Com. Degree Examination, July 2019

(CBCS - 2014-15 Scheme)

Commerce

Paper 2.6 - BUSINESS MARKETING

Time : 3 Hours]

[Max. Marks : 70

SECTION - A

1. Answer any **SEVEN** questions out of Ten. Each question carries **2** marks :
(7 × 2 = 14)
- What is meant by buy grid model?
 - What is Marketing Intelligence System?
 - What is Delphi technique?
 - List out the key elements supporting E-Commerce.
 - Define Market segmentation.
 - What do you mean by psychological pricing?
 - What is meant by Integrated Logistics Management?
 - What is meant by Brand Equity?
 - List out a few ethical issues in Direct Marketing.
 - Describe the term "Millennial Fever".

SECTION - B

Answer any **FOUR** questions out of Six. Each question carries **5** marks :

(4 × 5 = 20)

- Discuss briefly how companies can go about conducting E-Commerce to profitably deliver more value to customers.
- Outline the steps involved in Marketing Research Process.
- 'Highly satisfied customers produce several benefits for a company'. How do companies delight customers?

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5. Discuss the special issues faced by marketing researchers including public policy and ethical issues.
6. Identify and define the external factors affecting pricing decisions, including the impact of consumer perception of price and value.
7. Discuss how companies can position their products for maximum competitive advantage in the market place.

SECTION - C

Answer any **THREE** questions out of Five. Each question carries **12** marks :

(3 × 12 = 36)

8. Discuss how companies have responded to the new internet and other powerful new technologies with E-business strategies and how these strategies have resulted in benefits to both buyers and sellers.
 9. Explain CRM and its impact on service industries. Discuss the CRM strategies for an Hotel Industry.
 10. Discuss Jagdish N Sheth Model of organization buyer behaviour with a block diagram.
 11. Discuss the nature and importance of marketing logistics and integrated supply chain management for a business firm.
 12. Explain the concepts of psychological pricing and reference prices. Create an example for each of these concepts.
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**II Semester M.Com. Degree Examination, June/July 2018
(CBCS)**

COMMERCE

Paper – 2.6 : Business Marketing

Time : 3 Hours

Max. Marks : 70

SECTION – A

1. Answer **any 7** questions. **Each** carries **two** marks. **(7×2=14)**
- What do you mean by business marketing mix ?
 - What is the role of gate keeper in buying centre ?
 - What is Logistical Management ?
 - What is sales promotion ?
 - What is JIT ?
 - Write a short note on core competency.
 - List down the different business strategies.
 - What is vertical integrators in industrial marketing ?
 - What is system marketing ?
 - Explain three buying situations.

SECTION – B

Answer **any four** questions. **Each** carries **five** marks. **(4×5=20)**

- Explain the role of buying centre.
- Explain Product Life Cycle strategies with suitable examples.
- Explain the strategic role of e-commerce and its key elements.
- Explain Industrial Market segmentation.
- Explain in detail about balance scorecard and how it is related to business marketing management.
- "Trade shows and exhibitions are considered the best promotional strategies in industrial marketing". Justify.

P.T.O.



SECTION – C

Answer **any three** questions. **Each** carries **twelve** marks. **(3×12=36)**

8. Explain the different advertising media available for the industrial market. Which one is the best for effective advertisement ?
9. Explain the factors influencing pricing strategy in detail.
10. Discuss the models of organisation's buying behaviour.
11. How sales manager can develop and direct an efficient, professional sales force ?
12. Answer the following questions :
 - i) Types of business intermediaries.
 - ii) Strategies to sustain customer relationship.

SECTION – B

Answer **any four** questions. **Each** carries **five** marks. **(4×5=20)**

1. Explain the role of buying centre.
2. Explain Product Life Cycle strategies with suitable examples.
3. Explain the strategic role of e-commerce and its key elements.
4. Explain Industrial Market segmentation.
5. Explain in detail about balance scorecard and how it is related to business marketing management.
6. Trade shows and exhibitions are considered the best promotional strategies in industrial marketing. Justify.



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II Semester M.Com. Examination, July 2017
(CBCS)
COMMERCE
Paper – 2.6 : Business Marketing

Time : 3 Hours

Max. Marks : 70

Instruction : Answer all Sections.

SECTION – A

1. Answer **any seven** questions out of **ten**. **Each** question carries **two** marks. **(7×2=14)**
- What is derived demand ?
 - What is meant by relationship marketing ?
 - What is meant by reciprocity ?
 - What is intrapreneurship ?
 - What is reverse bidding ?
 - What is meant by buying centre ?
 - What is modified re-buy ?
 - Define SCM.
 - What is Beta Testing ?
 - What is OEM ?

SECTION – B

Answer **any four** questions. **Each** question carries **five** marks.

(4×5=20)

- Is B2B marketing different from B2C ? Explain.
- Explain technology disruption with an example of industrial product.
- Explain the challenges of brand building in B2B markets.
- Explain the major role played by the member of buying centre.

P.T.O.



6. Explain the pricing strategies which can be used marketing Industrial Air Conditioners.

7. Explain the challenges of using On-line marketing in India.

SECTION – C

Answer **any three** questions. **Each** question carries **12** marks. **(3×12=36)**

8. Explain the role of intermediaries in B2B marketing.

9. Explain the strategic planning process at the corporate level.

10. Briefly explain the various sales promotion strategies used in marketing Industrial Products.

11. Explain the different stages in relationship marketing.

12. Explain the organisation buying decision process.



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**II Semester M.Com. Examination, June 2016
(Semester Scheme) (CBCS)
COMMERCE
Paper – 2.6 : Business Marketing**

Time : 3 Hours

Max. Marks : 70

Instruction : Answer all questions.

SECTION – A

1. Answer **any seven** questions out of ten. **Each** question carries **two** marks. (2×7=14)
- What is product space ?
 - What is joint demand ?
 - Distinguish custom built product from custom designed product.
 - What is operating lease ?
 - What is a buy grid ?
 - What is alpha testing ?
 - List out methods used for vendor rating.
 - What is electronic data interchange ?
 - What is Delphi technique ?
 - What factors determine channel selection ?

SECTION – B

- Answer **any four** questions out of six. **Each** question carries **five** marks. (5×4=20)
- Briefly explain the significance of CRM in contemporary business marketing scenario.
 - Briefly explain the key formulating strategies at business unit level.
 - Explain 'value-in-use' segmentation strategy for high tech business products marketing.
 - Briefly describe 'the lead users method' as a part of New Product Development Process.

P.T.O.



6. Why market surveys are preferred over statistical series to measure market potential for new business products ? Explain.
7. Briefly explain the criticality and types of control system in formal marketing plan.

SECTION – C

Answer **any three** questions out of five. Each question carries **twelve** marks. (3×12=36)

8. Explain how a change in segmentation policy triggers the need for drastic changes in the distribution channels of business products.
 9. Explain the key pricing advantages that originate from a rapid product development process with examples.
 10. Explain why business marketers are prioritising addition of decision supporting system to marketing intelligence systems with suitable examples.
 11. 'Logistics can be a source of competitive advantage for a business marketing firm'. Discuss.
 12. Strategists prefer 'Jagdish Sheth Model' over the 'Webster and Wind Model' for organizational buying behaviour analysis. Discuss the merits and limitations of this statement with contemporary examples.
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