I 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. (7x2=14)
   a) What do you mean by business marketing mix?
   b) What is the role of gate keeper in buying centre?
   c) What is Logistical Management?
   d) What is sales promotion?
   e) What is JIT?
   f) Write a short note on core competency.
   g) List down the different business strategies.
   h) What is vertical integrators in industrial marketing?
   i) What is system marketing?
   j) Explain three buying situations.

SECTION – B

Answer any four questions. Each carries five marks. (4x5=20)

2. Explain the role of buying centre.


4. Explain the strategic role of e-commerce and its key elements.

5. Explain Industrial Market segmentation.

6. Explain in detail about balance scorecard and how it is related to business marketing management.

7. “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.

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 all four questions. Each carries five marks

5. Explain the role of pricing center.

8. Explain transfer price, and strategies involved in transfer prices.

4. Explain the strategy role of a company and its elements

10. Explain Interdepartmental Material Planning.

9. Explain the importance of sales force accounting and how it helps to increase sales.

8. Explain how and explain the organisation the best promotional strategy.

Il Semester M.Com. Examination, July 2017
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*Instruction*: Answer all Sections.

SECTION – A

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

SECTION – B

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


3. Explain technology disruption with an example of industrial product.


5. 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.
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.  
   \(2 \times 7 = 14\)
   
a) What is product space ?
   b) What is joint demand ?
   c) Distinguish custom built product from custom designed product.
   d) What is operating lease ?
   e) What is a buy grid ?
   f) What is alpha testing ?
   g) List out methods used for vendor rating.
   h) What is electronic data interchange ?
   i) What is Delphi technique ?
   j) What factors determine channel selection ?

SECTION – B

Answer any four questions out of six. Each question carries five marks.  
\(5 \times 4 = 20\)

2. Briefly explain the significance of CRM in contemporary business marketing scenario.

3. Briefly explain the key formulating strategies at business unit level.

4. Explain 'value-in-use' segmentation strategy for high tech business products marketing.

5. 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. (3x12=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 marketeers 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 ‘Jagadish Sheth Model’ over the ‘Webster and Wind Model’ for organizational buying behaviour analysis. Discuss the merits and limitations of this statement with contemporary examples.