



PG – 706

**II Semester M.Com. Examination, June 2015**  
**(CBCS)**  
**COMMERCE**  
**Paper – 2.6 : Business Marketing**

Time : 3 Hours

Max. Marks : 70

*Instruction : Answer all Sections.*

**SECTION – A**

Answer **any seven** sub-questions. Each sub-question carries **two** marks. (2×7=14)

1. a) What is decision support system ?
- b) What is market testing ?
- c) Differentiate product supported services from pure services.
- d) Who is an intrapreneurial sales person ?
- e) What is EFT ?
- f) Distinguish cost analysis from cost benefit analysis.
- g) What is non probability sampling ?
- h) What is Beta testing ?
- i) What is VMI system ?
- j) What is 'Blake and Mouton' Grid ?

**SECTION – B**

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

2. Elucidate the key characteristics of organisational customers.
3. Briefly explain supplier evaluation system.
4. What is a channel design ? Explain.

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5. Briefly explain how pricing objectives influence pricing decisions in business marketing.
6. Explain strategic business unit models available in contemporary business marketing scenario.
7. List out the major trends in BZB marketing channels.

### SECTION – C

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

8. Explain 'Technology Adaptation Life Cycle' and its impact on strategising contemporary product management decisions.
  9. Discuss how BZB behavior is different from consumer buying behavior highlighting major influencing factors.
  10. 'Two dimensional perpetual mapping' helps selection of suitable market positioning decisions. Discuss.
  11. What kind of promotional tools and media selection will you suggest to the manufacturer of air conditioners ? Justify.
  12. Describe the usefulness of the concepts of economics of scale and experience curve in cost analysis and their influence on pricing decisions.
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**SECTION – A**

1. Answer **any seven** questions out of ten. Each question carries **two** marks. **(2×7=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. **(5×4=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.

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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 '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.
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