



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.

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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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