



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.



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.

2. Explain the role of buying centre.
3. Explain Product Life Cycle strategies with suitable examples.
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.