



PG-501

10293

II Semester M.Com. (CBCS) Examination, July - 2019

COMMERCE

Paper-2.6 : BUSINESS MARKETING

Time : 3 Hours

Max. Marks : 70

Instruction : Answer all sections.

SECTION - A

1. Answer **any seven** sub-questions out of **ten**. Each sub-question carries **two** marks. **7x2=14**
- (a) What are the main roles in buying centre ?
 - (b) What is reciprocity in a relationship ?
 - (c) Define E-commerce.
 - (d) What are the objectives of logistics ?
 - (e) What is marketing intelligence system ?
 - (f) Define market positioning.
 - (g) What is psychological pricing ?
 - (h) Who are functional wholesalers ?
 - (i) What is B2B advertising ?
 - (j) What is market and product modification ?

SECTION - B

Answer **any four** questions out of **six**. Each question carries **five** marks.

2. Explain the impact of technology on new product development. **4x5=20**
3. Explain the strategic role of logistics.
4. Briefly explain the dimensions of channel design.
5. Elucidate different medias for industrial advertising.
6. How to create team selling approach that wins more deals ? Explain.
7. Explain the role of customer service in CRM.

P.T.O.

**SECTION - C**

3x12=36

Answer **any three** questions out of **five**. Each question carries **twelve** marks.

8. Describe various trade channels for B to B Marketing. Also discuss the factors influencing channel decision in B to B Marketing.
9. Explain sheth model of organisational buying behaviour with suitable example. What in your opinion are its major limitations ?
10. Elucidate the process of new product development.
11. Explain the major differences between marketing of consumer goods and business goods . Illustrate your answer with suitable examples.
12. Elucidate the phases of product life cycle and strategies to be followed in each stage.

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