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II SEMESTER M.COM EXAMINATIONS APRIL 2018		
BUSINESS MARKETING		
Duration: 2.5 Hours		Max. Marks: 70
<u>SECTION - A</u>		
I)	Answer any EIGHT of the following questions.	(8x2=16)
	1. Define Business Marketing.	
	2. What is Psychological pricing?	
	3. What is CRM?	
	4. Define E-Commerce.	
	5. What do you mean by Target Marketing?	
	6. Mention 4 benefits of Online Marketing.	
	7. Define Pull Promotion.	
	8. What do you mean by Business Communication?	
	9. What do you mean by Reciprocity?	
	10. What are SBU's?	
	11. What is Delphine Technique?	
	12. Give the meaning of JIT system.	
<u>SECTION - B</u>		
II)	Answer any THREE of the following questions.	(3x8=24)
	13. Discuss the Webster -Wind Model and Buy Grid Model.	
	14. Briefly explain the functions performed by Industrial Advertising.	
	15. What is the Product Life Cycle Management? Explain briefly the stages in the New Product Development process.	
	16. What kind of knowledge and skills should an individual marketing manager possess?	
	17. Define Market Segmentation? Explain the different approaches of Market Segmentation.	
<u>SECTION - C</u>		
III)	Answer any ONE of the following questions.	(1x15=15)
	18. How Supply Chain Management difference from Logistics Management? Explain.	
	19. Advertising in the real time is deferring the social cultural value systems than creating customer value. Explain this in the light of suitable examples.	
	20. Analyse the changing consumption pattern of Global Consumer and Indian Consumer.	
<u>SECTION - D</u>		
IV)	Analyze the case and answer the questions.	(1x15=15)
	21. HEALTHY FOODS is a regional manufacturer of milk based health drinks. The company was planning to expand and had recruited an experienced marketing manager to achieve this goal. Mr. Rakesh, the new marketing manager found that healthy foods had not executed its	

	<p>marketing programmes in a systematic way. He felt it was necessary to indentify the right segments.</p> <ul style="list-style-type: none">a) What is the possible segmentation approach that Rakesh can adopt and why?b) Select one segment and develop the marketing mix for this segment.
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