

Q.P. Code : 60566

Second Semester M.Com. Degree Examination, July 2019

(CBCS – 2014-15 Scheme)

Commerce

Paper 2.6 – BUSINESS MARKETING

Time : 3 Hours]

[Max. Marks : 70

SECTION – A

1. Answer any **SEVEN** questions out of Ten. Each question carries **2** marks :
(7 × 2 = 14)
- (a) What is meant by buy grid model?
 - (b) What is Marketing Intelligence System?
 - (c) What is Delphi technique?
 - (d) List out the key elements supporting E-Commerce.
 - (e) Define Market segmentation.
 - (f) What do you mean by psychological pricing?
 - (g) What is meant by Integrated Logistics Management?
 - (h) What is meant by Brand Equity?
 - (i) List out a few ethical issues in Direct Marketing.
 - (j) Describe the term "Millennial Fever".

SECTION – B

Answer any **FOUR** questions out of Six. Each question carries **5** marks :

(4 × 5 = 20)

- 2. Discuss briefly how companies can go about conducting E-Commerce to profitably deliver more value to customers.
- 3. Outline the steps involved in Marketing Research Process.
- 4. 'Highly satisfied customers produce several benefits for a company'. How do companies delight customers?

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5. Discuss the special issues faced by marketing researchers including public policy and ethical issues.
6. Identify and define the external factors affecting pricing decisions, including the impact of consumer perception of price and value.
7. Discuss how companies can position their products for maximum competitive advantage in the market place.

SECTION - C

Answer any **THREE** questions out of Five. Each question carries **12** marks :

(3 × 12 = 36)

8. Discuss how companies have responded to the new internet and other powerful new technologies with E-business strategies and how these strategies have resulted in benefits to both buyers and sellers.
 9. Explain CRM and its impact on service industries. Discuss the CRM strategies for an Hotel Industry.
 10. Discuss Jagdish N Sheth Model of organization buyer behaviour with a block diagram.
 11. Discuss the nature and importance of marketing logistics and integrated supply chain management for a business firm.
 12. Explain the concepts of psychological pricing and reference prices. Create an example for each of these concepts.
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