



PG – 521

**II Semester M.Com. Examination, June 2016  
(Semester Scheme) (CBCS)  
COMMERCE  
Paper – 2.6 : Business Marketing**

Time : 3 Hours

Max. Marks : 70

**Instruction :** Answer *all* questions.

SECTION – A

1. Answer **any seven** questions out of ten. **Each** question carries **two** marks. (2×7=14)
- What is product space ?
  - What is joint demand ?
  - Distinguish custom built product from custom designed product.
  - What is operating lease ?
  - What is a buy grid ?
  - What is alpha testing ?
  - List out methods used for vendor rating.
  - What is electronic data interchange ?
  - What is Delphi technique ?
  - What factors determine channel selection ?

SECTION – B

- Answer **any four** questions out of six. **Each** question carries **five** marks. (5×4=20)
- Briefly explain the significance of CRM in contemporary business marketing scenario.
  - Briefly explain the key formulating strategies at business unit level.
  - Explain 'value-in-use' segmentation strategy for high tech business products marketing.
  - Briefly describe 'the lead users method' as a part of New Product Development Process.

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6. Why market surveys are preferred over statistical series to measure market potential for new business products ? Explain.
7. Briefly explain the criticality and types of control system in formal marketing plan.

SECTION – C

Answer **any three** questions out of five. **Each** question carries **twelve** marks. **(3×12=36)**

8. Explain how a change in segmentation policy triggers the need for drastic changes in the distribution channels of business products.
  9. Explain the key pricing advantages that originate from a rapid product development process with examples.
  10. Explain why business marketers are prioritising addition of decision supporting system to marketing intelligence systems with suitable examples.
  11. 'Logistics can be a source of competitive advantage for a business marketing firm'. Discuss.
  12. Strategists prefer 'Jagdish Sheth Model' over the 'Webster and Wind Model' for organizational buying behaviour analysis. Discuss the merits and limitations of this statement with contemporary examples.
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