



Register Number:

Date: 07-01-2021

ST. JOSEPH'S COLLEGE (AUTONOMOUS), BENGALURU-27
M.COM- I SEMESTER
END SEMESTER EXAMINATION – DECEMBER 2020
MCO 7220 – BUSINESS MARKETING

Time: 2 ½ Hours

Max Marks: 70

Section-A

Answer any **TEN** questions. Each question carries 2 marks. (10X2 = 20)

1. Mention 4 P's in industrial marketing.
2. Bring out any four differences between marketing and selling.
3. Mention any four constraints of rural marketing.
4. List out any four factors of rural consumer buying behavior.
5. What are services? Write any two importance of it.
6. What is supply chain management?
7. Mention any four potential benefits of SCM.
8. State any four functions of retailing.
9. What is product life cycle in industrial products?
10. Mention any four types of store layout design.
11. What is logistics management?
12. Write any four advantages of e-tailing.

Section- B

Answer any **THREE** questions. Each question carries 5 marks. (3X5=15)

13. Differentiate between industrial marketing and consumer marketing.
14. Discuss the different types of logistics activities.
15. Explain the importance of services marketing in tourism sector.
16. Explain the emerging profile of rural marketing in India.
17. Explain the challenges faced by supply chain management.

Section- C

Answer any **TWO** questions. Each question carries 10 marks. (2x10=20)

18. Highlight and explain the participants in industrial buying process.
19. Discuss the various drivers of supply chain management.
20. Briefly explain the types of retailing.

Section- D

Answer the following **compulsory** question carrying 15 marks. (1x15=15)

21. Explain any three service sectors marketing strategies with suitable examples.