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| **Description: col LOGO outlineST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**  Register Number:  **DATE: 22-04-2019** | | | |
| **M.COM - II SEMESTER** | | | |
| **END SEMESTER EXAMINATION: April 2019**  **CO8518 : Business Marketing** | | | |
| **Time- 2 ½ hr** |  | **Max Marks-70** |  |
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**This paper contains two printed pages and four parts**

**Section A**

1. **Answer any ten of the following. 2x10=20**
2. What is Industrial Marketing?
3. List out any four types of rural consumer behaviour
4. What is Bull whip effect.?
5. Differentiate between marketing and selling.
6. What is supply chain benchmarking?
7. What do you understand by the term Psychographic segmentation?
8. What is Logistics management.?
9. What is decision tree analysis.?
10. How important is packaging in logistics ?
11. What is product life cycle?
12. List out various promotion tools for rural markets.
13. What is five level distribution channel.

**Section B**

1. **Answer any three of the following: 5x3=15**
2. Differentiate between Industrial marketing and consumer marketing.
3. Explain the importance of logistics management.
4. Explain the bases of segmentation for rural markets.
5. Discuss the major challenges that must be overcome to manage supply chain successfully.
6. Discuss the advantage and disadvantages of any two distribution network design option.

**Section C**

1. **Answer any two of the following: 10x2=20**
2. Explain different participants in industrial buying process.
3. What is Marketing mix? Explain the elements of marketing mix for rural markets.
4. Explain the types of intermediaries and their functions in detail.

**Section D**

21. **Answer the following (Compulsory Question) 15x1=15**

ABC Jute corporation is a Jute bags manufacturing unit in Mumbai. 300 tons of Jute is processed per day and converted to bags. Jute is supplied to them by three suppliers located within 200 kms from the manufacturing plant.

ABC Jute corporation supplies 50 tons of bags daily to Gujarath, Rajasthan, Maharashtra, Goa, Kerala and Punjab.

Each questions carry 5 marks :

1. What should their inventory policy be-for raw jute and finished bags?
2. What outbound transportation system you suggest?
3. Should they have a warehousing? Justify.

**CO8518\_A\_19**