

56092

**M.B.A. 2 Year 4th Semester (N.S.)
Examination-May, 2015**

Business Marketing Management

Paper-MBA-424

Time : 3 hours

Max. Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination.

Note : The question paper is divided in two sections. Section 'A' comprising 8 small answer type questions (2 marks each) which is **compulsory**. Answer to each question should not exceed 50 words normally. Section 'B' contains 8 questions (2 questions from each unit). The students are required to attempt **four** questions (**one** question from each unit). All questions carry equal marks.

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Section-A

1. Write short notes on the following :

- (a) Define Business Marketing Management.
- (b) Enlist different business marketing strategies.
- (c) What do mean by Business Marketing Mix.
- (d) Factors influencing international market entry options.
- (e) Define mapping.
- (f) What is meant by e-commerce?
- (g) What do you mean by Base price method ?
- (h) What do mean by sales promotions ?

Section-B

Unit-I

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2. Explain the forces operating in a marketing Environment ? Differentiate between government and institutional marketing.
 3. What are the major elements of organizational buying process ? Explain.

Unit-II

4. Define Market Segmentation and explain its relevance in marketing readymade garments?
5. Explain in detail about the balance score card and its relevance in business marketing management.

Unit-III

6. What is the strategic role of e-commerce and explain its key elements.

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7. Explain the significance of the channel of Distribution.

Unit-IV

8. "Cost plus pricing may appear to be a simple idea but there are practical difficulties in adopting such a policy." Discuss.
9. What is the role of advertising in business marketing? Explain different methods of measuring advertising effectiveness.
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