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| Register No:  Date:02-03-2021 |



**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

**M.COM- I SEMESTER**

**END SEMESTER EXAMINATION: OCTOBER 2021**

**(Examination Conducted in February-March 2022)**

**MCO 7220 – Business Marketing**

**This paper has two printed pages and four parts**

**Time- 2 ½ hrs Max Marks-70**

**Section A**

**I. Answer any TEN of the following questions. Each question carries two marks. (10x2 marks = 20)**

1. What is industrial marketing?

2. Mention any four objectives of marketing.

3. Bring out any four differences between marketing and selling.

4. List out any four objectives of SCM.

5. Mention any four challenges of rural marketing.

6. What is rural segmentation?

7. List out the latest trends in retailing.

8. Mention the four advantages of online services.

9. What is supply chain benchmarking?

10. Mention any four marketing strategy for healthcare sector.

11. Give the meaning of logistics management.

12. What is store interior and store exterior design?

**Section B**

**II. Answer any THREE of the following questions. Each question carries five marks. (3x5marks = 15)**

13. Differentiate between Industrial marketing and consumer marketing.

14. Discuss the types of retail store layout.

15. Briefly explain the marketing for tourism industry.

16. Explain the challenges faced by rural marketing.

17. Briefly explain the types of logistics.

**Section C**

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

18. Highlight and explain the participants in buying process and also explain key members in buying organizations.

19. Throw light on the various drivers of supply chain management. Discuss the problems in SCM.

20. Explain the types of retailing with suitable examples.

**Section D**

**IV. Answer the following compulsory question. The question carries fifteen marks. (1x15 marks=15)**

21. “The rural marketing structure is not uniform in all parts of the country. The type of structure prevalent in a particular State or Region depends on various factors like the state of development of agriculture, condition of transport and communication facilities, purchasing power of population, etc.”

1. Discuss the approaches of rural marketing. (5 marks)
2. Briefly explain the types of rural marketing research required to study the various factors prevailing in different state or region. (5 marks)
3. Explain the rural consumer buying behavior. (5 marks)