

Roll No.

Total Pages : 02

MMS/M-20

13057

BUSINESS MARKETING

MM-402

Time : Three Hours]

[Maximum Marks : 70

Note : Attempt *six* questions in all. Q. No. **1** is compulsory comprising five questions of 4 marks each. Attempt *five* questions of 10 marks each from remaining eight questions.

(Compulsory Question)

1. (a) Derived demand.
(b) Value analysis.
(c) Buygrid framework.
(d) Leasing.
(e) Value added resellers.
2. What is the status of business marketing in globalised markets ? What challenges are faced by an Indian company in terms of business marketing ?
3. How do purchasing practices in Government organizations differ from the private commercial enterprises ?

4. Explain the Sheth model of business buyer behaviour.
5. When Delphi technique, in-depth interviews and focus-group interviews are used ? As a business marketer, which method would you use to forecast new business trends and why ?
6. Explain the different stages of industrial product life-cycle and marketing strategies to be followed at each stage.
7. Discuss in detail the steps to be followed in designing the channel in distribution.
8. How do pricing objectives influence the pricing decisions ? Why is cost-benefit analysis done and how ?
9. Discuss the steps involved in designing the communication programme in business markets.