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III Semester M.B.A. Degree Examination, March/April - 2021

MANAGEMENT

Business And Social Marketing

(CBCS Scheme 2019-20)

Paper : 3.3.2

Time : 3 Hours **Maximum Marks : 70**

SECTION - A

Answer any **Five** questions, each question carries **5** marks. **(5×5=25)**

1. What are the characteristics Commercial enterprises as Business customer?
2. Explain the E-tendering process in Business Market.
3. Draw the line of difference between entering goods and foundation goods.
4. Taking the example of an automobile batter, explain the forms of distribution channels a battery manufacture can employ.
5. Explain, how social marketing mix elements are perceived differently by consumers?
6. Considering an example, explain the brand building strategy of a Social Marketing Firm
7. Explain the pricing strategy of social products in consumer and Business Markets.

SECTION - B

Answer any **Three** questions, each carries **10** marks. **(3×10=30)**

8. Discuss the stages and phases in Organisational Buying Process with the help of the Buygrid Framework.
9. Explain the challenges of sales presentation of Industrial sales executives in Multiple influence Buying Centre of the customers.
10. Explain the innovative strategies used in crafting, segmenting and positioning social products and services.
11. Draw a hypothetical distribution channel for Social and Business Products of your choice and highlight the point of difference in channel design process.

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SECTION - C

12. Compulsory question, which carries 15 marks. **(1×15=15)**

Assuming yourself as procurement manager in a manufacturing firm, outline how you are planning to purchase computers for various functional departments in your organisation. Give the detailed plan from the point of requirement analysis to order expedition. Also highlight the role of information technology in the procurement process.