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III Semester M.B.A. (Day) Degree Examination, June/July - 2023

MANAGEMENT
BUSINESS AND SOCIAL MARKETING
(CBCS Scheme 2019 Onwards)

Paper : 3.3.2

Time : 3 Hours

Maximum Marks : 70

SECTION - A

Answer any Five questions from the following each question carries 5 marks.

(5×5=25)

1. What are the characteristics of business customer which distinguish them from final consumers?
2. What are the organizational factors which influence the procurement decision of a firm ?
3. What are the marketing strategy of a Business Marketer during New Task and Modified Re buy situations?
4. What are the sources of New Product Development in Business Market ?
5. Briefly explain the pricing practices in Business to Business Market.
6. Explain the role of Marketing in social enterprises with suitable examples.
7. Illustrate and explain the steps involved in crafting and positioning Social Products.

SECTION - B

Answer any Three questions from the following each question carries 10 marks.

(3×10=30)

8. Explain the types of Business customers and their distinguishing characteristics and procurement practices.
9. Considering a hypothetical example, explain the Buygrid Framework which consists of Buy class and Buy Phases.
10. Analyse the role of Personal selling and Customer Relationship Management in Business and Social Marketing.
11. Discuss the Similarities and differences between the marketing mix elements of Commercial Marketing and Social Marketing.

[P.T.O.]





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SECTION - C

12. Compulsory Case Study :

(1×15=15)

Assuming yourself as an industrial sales manager of a company which manufactures and market different capacity industrial vacuum cleaners for all types of organizations in India. You are responsible for segmentation, targeting and positioning the vacuum cleaners in business market.

Questions:

1. Prepare on STP, strategy you would likely to employ.
2. Explain the purchasing process by Orgn's while procuring the Vaccum Cleaners .

