**ST.JOSEPH’S UNIVERSITY, BENGALURU -27**

Registration Number:

Date & session: 6-12-2022 ( 1PM)

**M.Com – I SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2022**

**(Examination conducted in December 2022)**

**MCO7220 BUSINESS MARKETING**

**Time: 2 Hours Max Marks: 50**

**This paper contains \_\_\_\_\_\_ printed pages and \_\_\_\_\_ parts**

**Section A**

I. Answer any **five** of the following  **(5 X 2 = 10 marks)**

1. Diagramatically depict the product life cycle.
2. What are services? Give an example.
3. Give the meaning of benchmarking.
4. State any two constriants in rural marketing.
5. What is retailing?
6. List any two types of industrial customers.

**Section B**

II. Answer any **two** of the following **(2 x 15 = 30 marks)**

1. Ennumerate on the bases for rural market segmentation. How does the consumer behaviour of the rural segment differ from the urban segment?
2. With the help of examples, explain in classification of Industrial goods and services.
3. Expand on the importance of logistics management and the types of logistic activities.

**Section C**

III. **Answer the following (1 X 10 = 10 marks)**

1. GuruG is a practioner in health and wellness segment. GuruG’s wellness center, GuruG4U, focuses on yoga, meditation, spiruitality and dietary consultations aimed at promoting mental wellbeing. GuruG4U is now planning to launch its new service, *E-GuruG4U*. This is an online service that will provide clients with daily yoga walkthroughs, meditation facilitation, life style consulatation and live chats with the founder. You are required to draft a marketing campaign for *E-GuruG4U.*