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Register Number

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

**M.Com – I SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2023**

**(Examination conducted in November/December 2023)**

**MCO 7220 – BUSINESS MARKETING**

**(For current batch students only)**

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

**This paper contains \_\_\_\_\_\_ printed page and THREE parts**

**Section A**

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

1. Discuss the different types of products in industrial marketing.
2. Differentiate between product marketing and service marketing
3. Briefly explain the advantages of E-tailing.

**Section B**

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

1. a) Highlight and explain the elements of marketing mix for rural consumers. (10m)

b) Differentiate between Industrial and Consumer marketing. (5m)

1. Provide a comprehensive analysis of at least three distinct service sectors, highlighting their unique characteristics, importance in the economy, and potential challenges.
2. “Supply chain capabilities are guided by the decisions you make regarding the supply chain drivers.” In support of the statement discuss the components of SCM.

**Section C**

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

7. Retailing encompasses a wide range of businesses that serve as intermediaries between manufacturers or producers and the end consumers. These retailers vary in terms of their size, product assortment, target market, and business strategies. Demonstrate your understanding of the different types of retailers by providing comprehensive explanations for each type.

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