

SVKM's NMIMS
School of Distance Learning

Programme PGDMM

Academic Year: 2011-2012

Subject: B 2 B Marketing

Date: 2.1.2012

Semester

Course

Marks:

Time:

IV

New

70

3.00 p.m to 6.00 p.m

Q 1. Attempt any 2 out of 4 **10 Marks**

- i) Trade promotion schemes
- ii) Niche Marketing
- iii) Core business processes
- iv) Roles of E-Commerce

Q 2. Write Short Notes on Any 2 out of 5 **10 Marks**

- i. Macro Segmentation
- ii. Net prices
- iii. Buying Centre Roles
- iv. Quantitative Forecasting Methods
- v. Product life cycle strategies

Q 3. Attempt any 3 out of 5 **30 Marks**

- i) New Product Development Process
- ii) Designing the Channel Structure. Explain
- iii) Direct Marketing Techniques
- iv) Techniques of personal selling
- v) Porter's Five Forces Model

Q 4. **20 marks**

How to develop integrated marketing communication program.

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