

MBA (SCM) Sem.-3 Examination
SC 305
MS&CM

Time : 2.30 Hours]

December-2025

[Max.Marks : 70

Q-1	If you wish to expand business in foreign countries, what are the various modes available to enter international markets?	14
Q-2	<p>A) What are the key factors in analysis of B2B market? What are the business market characteristics that influence market?</p> <p>OR</p> <p>B) What should be the motive of choosing brand elements? How does Branding benefit Consumers as well as Marketers?</p>	14
Q-3	<p>A) Explain the distinctive characteristics of Services industries.</p> <p>OR</p> <p>B) What are the types of competitors seen in the market environment? What are the tools available for competitive analysis – especially SWOT and PORTER's five forces?</p>	14
Q-4	<p>A) What are the options available in advertising in India? Explain the 5 M's of Mass Communication that forms the basis of the major decisions of marketing programs?</p> <p>OR</p> <p>B) Some of the external micro environment has a direct impact on the organization's operations. Explain the factors that are 'somewhat' controllable.</p>	14
Q-5	What is 'Integrated Marketing Communication' (IMC)? What is the role of IMC in the marketing process?	14

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