



Third Semester MBA Degree Examination, December 2010

Business Marketing

Time: 3 hrs.

Max. Marks:100

Note: 1. Answer any FOUR full questions from Q No. 1 to Q No. 7.
2. Question 8 is compulsory.

- 1 a. What is the creeping commitment? (03 Marks)
b. Briefly discuss the conditions favoring price skimming and penetration pricing strategies. (07 Marks)
c. Develop an industrial advertising program for a company or a brand of your choice. (10 Marks)
- 2 a. Define B2B marketing. (03 Marks)
b. Discuss in brief, the nature and characteristics of business marketing. (07 Marks)
c. How do the consumer goods differ from the industrial goods? Explain with an example for each. (10 Marks)
- 3 a. What do you understand by the value added reseller? (03 Marks)
b. Discuss the various strategies involved in conflict resolution. (07 Marks)
c. Discuss in detail, the special characteristics of government buying or purchasing. (10 Marks)
- 4 a. What is value analysis? (03 Marks)
b. Discuss in brief, the key elements and supporting activities of logistics. (07 Marks)
c. Briefly outline the various phases in the purchasing decision process, in industrial marketing. (10 Marks)
- 5 a. What is the vendor analysis its importance? (03 Marks)
b. Discuss the factors influencing segmentation, in industrial markets. (07 Marks)
c. Discuss in brief, the components involved in an industrial marketing strategy. (10 Marks)
- 6 a. What is the learning curve? (03 Marks)
b. Discuss in brief, the PLC theory with special reference to industrial products. (07 Marks)
c. Differentiate between the industrial marketing and consumer marketing. (10 Marks)
- 7 a. What is straight rebuy and modified rebuy? (03 Marks)
b. Discuss in brief, the various methods in a organizing sales force. (07 Marks)
c. What factor do you consider, as a marketing manager, in deciding the following? (10 Marks)
 - i) Where to locate warehouses
 - ii) Whether to operate on your own or use the public facilities
 - iii) Whether to impart training for salesman in the field or in a simulated environment.
- 8 **CASE STUDY :**
In the US, during the 1974 energy crisis, with long lines at the gas pumps and soaring gas prices, made more fuel efficient and lower priced Japanese cars, more attractive for the US buyer. The government of USA passed a law, on corporate average fuel economy, in 1975, prescribing average miles per gallon standards. Ford, GM and Chrysler reacted to both the events, by reviving up their research on fuel efficiency. As a result of this the domestic car fuel efficiency went-up high and large cars became more luxurious and expensive. To increase the small car sales, the auto makers cut the prices of small cars, in some cases, below the cost. The energy crisis and the aftermaths, illustrate the problem of forecasting the demand, when a sudden shift in consumer buying, causes product offerings to the offcycle with demand. Forecasts must correctly anticipate future demands, competitor's actions and changes in the marketing environment.
 - a. Analyse the case and come out with the facts. (05 Marks)
 - b. Do you consider forecasting has helped the automobile manufacturer to determine the consumer's needs? (05 Marks)
 - c. Define a strategy if you are licensed to manufacturing cars in India. (05 Marks)
 - d. What are the basic necessities of an auto mobile industry in India compared to US?(05 Marks)

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Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg. 42+8 = 50, will be treated as malpractice.

