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08MBAMM311

Third Semester MBA Degree Examination, December 2011
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 No. 8 is compulsory.

- 1 a. Define business marketing. (03 Marks)
b. Explain the different types of buying situations. (07 Marks)
c. Explain the difference between industrial and consumer market. (10 Marks)
- 2 a. What is a new industrial product? (03 Marks)
b. Explain the factors to be considered for sales force assignment. (07 Marks)
c. Briefly explain the organizational buying process. (10 Marks)
- 3 a. Define value-added reseller. (03 Marks)
b. Explain the types of economics of industrial demand. (07 Marks)
c. If you are an industrial marketer, what are the strategies that you adopt in the resolution of a conflict? (10 Marks)
- 4 a. Define E-commerce. (03 Marks)
b. Explain the various pricing strategies adopted for industrial products. (07 Marks)
c. Explain the requirements to be considered for effective industrial market segmentation. (10 Marks)
- 5 a. Define Niche marketing. (03 Marks)
b. Explain the uses of advertising in industrial markets. (07 Marks)
c. Explain the industrial product life cycle. If you are the marketing manager, what are the marketing strategies that you adopt in these stages? (10 Marks)
- 6 a. Define direct and indirect distribution. (03 Marks)
b. Explain the factors influencing the channel of distribution. (07 Marks)
c. Briefly illustrate the factors influencing the pricing. (10 Marks)
- 7 a. Who are agents? (03 Marks)
b. Explain the criteria for choosing channel members. (07 Marks)
c. Explain the advantages of market segmentation. (10 Marks)

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.

8 Case Study:

Weber SI Energy System (WSES) is India's second largest manufacturer of photo voltaic cells and modules. Photo voltaic, as the world implies (Photo = light, Voltaic = Electricity), converts sunlight directly into electricity. Solar cells on calculators and satellites are photo voltaic cells (or) modules. (Module is a group of cells electrically connected and packed in one frame). Solar energy is the most readily available source of energy and for free. According to a study, India receives solar energy equivalent to over 5000 trillion kWh/year, which is more than the energy consumption of the country. In this backdrop, as a marketing head to this organization, answer the following questions.

- a. How do you assess the market opportunities? (05 Marks)
- b. How do you plan for deployment of sales force? (05 Marks)
- c. How do you organize the sales force? (05 Marks)
- d. How do you control sales force activities? (05 Marks)

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