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10MBAMM311

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.

PART – A

- 1 a. What do you understand by learning curve? (03 Marks)
b. Briefly explain the different stages of market life cycle and explain the strategies at different levels. (07 Marks)
c. Elaborate the organization purchasing decision process. (10 Marks)
- 2 a. Explain vertical integrators in industrial marketing. (03 Marks)
b. What is system marketing? Explain with examples. (07 Marks)
c. Explain the impact of the forces in the macro environment on the public and interface levels in industrial environment. (10 Marks)
- 3 a. Explain monopolistic competition in business marketing. (03 Marks)
b. Explain different advertising media available for industrial market. Which one you feel the best, for effective advertisement? (07 Marks)
c. What is value analysis? Explain with an example, the procedure of value analysis. (10 Marks)
- 4 a. What do you understand by JIT? (03 Marks)
b. What are the steps involved in developing new products? (07 Marks)
c. Narrate Jagdish N. Sheth model of organization buyer behaviour, with a block diagram. (10 Marks)
- 5 a. What is the role of a gate keeper in a buying center? (03 Marks)
b. Explain STP model, with a suitable example. (07 Marks)
c. Explain the available positioning strategies, with examples. (10 Marks)
- 6 a. What is OEM? (03 Marks)
b. What are the factors, that influence the pricing strategy? (07 Marks)
c. Explain the conflict resolution in decision making. (10 Marks)
- 7 a. Explain the three buying situation. (03 Marks)
b. How sales managers can develop and direct an efficient, professional sales force? (07 Marks)
c. "Trade shows and exhibitions are considered the best promotional strategies in industrial marketing". Justify. (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.

PART – B**8 CASE STUDY :**

US based General Motors, the largest automobile company in the world, was also the largest consumer of IT products and services. All of GM's IT operations were fully outsourced. In April 2004, GM invited many IT vendors to its plants to begin the bidding process for its IT service outsourcing contract. The company's earlier contract with EDS was to expire in June 2006. The consolidated value of the new IT outsourcing contracts was estimated to be about \$ 15 billion.

GM had a policy of giving utmost importance to its IT outsourcing initiatives since the company firmly believed that, managing IT strategically, could improve its operational and financial performance, significantly.

Despite the fact that company's IT operations were fully outsourced, it maintained a dedicated IT division of 2000 people. None of the IT executives wrote software code. Instead, they were responsible for managing GM's IT outsource activities. Known as the information system and service department (IS&S), the department was a brainchild of GM's corporate CIO Ralph Szganda.

This division proved to be very effective in achieving its goals of making the company's IT operations more efficient. GM was able to bring down its IT expenditure from about \$ 5 billion a year in 1998 to about \$ 3 billion a year in 2003.

Questions :

- a. Suggest that GM should keep on giving IT solution to other company's on outsource. In your opinion, what happens if the company starts to have its own writing coders?
(10 Marks)
- b. What are the procedures available for vendors analysis taken GM as a company who is looking for new vendor.
(10 Marks)
