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12MBAMM311

Third Semester MBA Degree Examination, Dec.2013/Jan.2014
Business Marketing

Time: 3 hrs.

Max. Marks:100

Note: 1. Answer any THREE full questions from Q.No.1 to 6.
2. Q.No.7 and 8 are compulsory.

1.
 - a. Why we need to study business marketing? (03 Marks)
 - b. Explain the steps which is involved in the development of new product. (07 Marks)
 - c. What are the three different buying situations in business marketing? Explain. (10 Marks)
2.
 - a. Write any three different ethical issues in purchasing. (03 Marks)
 - b. With suitable example explain different types of business customers. (07 Marks)
 - c. "STP model play an vital role in business marketing" Justify your answer with the help of suitable example. (10 Marks)
3.
 - a. What do you understand by Niche markets in business marketing? (03 Marks)
 - b. Explain with suitable example the concept of learning curves. (07 Marks)
 - c. Buying process involves various steps or level explain each steps or level by taking product of your own choice. (10 Marks)
4.
 - a. Elaborate one-to-one marketing programs. (05 Marks)
 - b. List out the factors involved in selecting the distributors. (05 Marks)
 - c. Briefly outline the concept of learning curves in pricing designing. (10 Marks)
5.
 - a. What is system marketing? (05 Marks)
 - b. Explain the different sales compensation used to motivate the sales force. (05 Marks)
 - c. Using sale promotion in industrial market is more effective than the use of tread shows and exhibitors justify your answer. (10 Marks)
6.
 - a. What are the factors that influence pricing strategy in business marketing? (10 Marks)
 - b. Develop ménage strategy for any new product of your choice in B to B markets. (10 Marks)
7.
 - a. MRP, JIT and centralized purchasing have a definite impact on industrial marketing programme. Explain with example. (05 Marks)
 - b. Will a FMCG sales person fit into selling of industrial products? Justify. (05 Marks)
 - c. In many organizations salespeople do not know of rewards are based on performance because they often do not know how their peers are evaluated and rewarded. Is this a good practice? (05 Marks)
 - d. Industrial buyers are usually serious, interested, and experienced in the products they purchase, therefore, technical wording is common. However, industrial advertising should be more than just technical language. Do you agree will this? (05 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.

CASE STUDY

Morgan John, LLC is a small firm that manufactures hoses for agricultural and manufacturing goods. Began in 1961 by two brothers David Morgan and Stanley John. The company grew to nearly \$12 million in sales last year. Now the company employ eight units of employees and four sales persons. While David processor on running the operators while Stan manages sales.

The hoses, the Morgan John manufacture can be fit to a specific manufacturing applications and few standard size hoses for agriculture equipment and some type of manufacturing equipment like belt, nuts and so forth. All these products Morgan John keeps a stock.

One day over a coffee the two friends talking about their company's future "You know we only started the business, because Stan stumbled across the equipment sitting in a warehouse when working a summer job", David replied "we paid \$100 for the equipment that are owes". "Laughed Stan. He paused then adds" Bay, the market has sure changed. These two men made the following observations:

Agriculture equipment hoses are now almost entirely stock products and are sold to agricultural implement dealers.

The number of customer has gone down for manufacturing hoses and manufacturer are shifting there target to overseas.

Customer for belts are increasing from both the section (agriculture and manufacturing).

Many of the buyer of their product are got retired and most of the firm are owned by their kids, thus appealing these young generation is quite difficult.

Question:

- a. According to you what strategy that Morgan John LLC has to adopt to retain the existing customer. (10 Marks)
- b. How should the company strategize to expose its market base? Explain. (10 Marks)

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