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12MBAMM311

**Third Semester MBA Degree Examination, Dec.2014/Jan.2015**  
**Business Marketing**

Time: 3 hrs.

Max. Marks: 100

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

**PART - A**

- 1 a. What is Value Analysis? (03 Marks)  
 b. Differentiate between Industrial Marketing and Consumer Marketing. (07 Marks)  
 c. Discuss the Industrial Marketing Environment. (10 Marks)
- 2 a. What do you understand by value added reseller? (03 Marks)  
 b. Explain the distribution channel characteristics of Industrial Market. (07 Marks)  
 c. Explain the New product development process. (10 Marks)
- 3 a. What is the relevance of a specialized branch of study called Business Marketing? (03 Marks)  
 b. Explain Market segmentation in Industrial Marketing and its benefits. (07 Marks)  
 c. What are the conflict resolution strategies? (10 Marks)
- 4 a. What is Systems Marketing? (03 Marks)  
 b. Discuss how media plan in the Industrial markets is effectively developed. (07 Marks)  
 c. Explain the methods of pricing new products. (10 Marks)
- 5 a. What is the role of e – commerce in Industrial marketing? (05 Marks)  
 b. List the difference between Industrial market research and consumer research. (05 Marks)  
 c. What are the various industrial advertising media? Discuss the suitability of each media for various industrial products with example. (10 Marks)
- 6 a. What is Competitive Bidding? (05 Marks)  
 b. Mention the uses of trade shows in promotion of Industrial products. (05 Marks)  
 c. Discuss how industrial marketers organize their sales force. (10 Marks)

**PART - B**

- 7 a. Briefly explain the undifferentiated and Niche marketing strategy with appropriate example. (05 Marks)  
 b. Explain the buy – grids analytic frame work. (05 Marks)  
 c. Explain the three properties of a product with example. (05 Marks)  
 d. Briefly discuss the learning curve with a diagram. (05 Marks)

8

**PART - C**

Excellent Roller Ltd., Bangalore are the famous rubber roller manufacturers in India. They got into a technical collaboration with a famous German firm to manufacture new, durable and expensive Teflon rollers. These are used in coating and printing machines. Rubber rollers are prone to damages compared to the Teflon rollers.

ERL is planning to launch the product using advertisements.

**Questions :**

- a. Do you agree for the advertisement campaign for an industrial product? If so, why? (05 Marks)
- b. What are the ways in which ERL can advertise? (05 Marks)
- c. What are the alternate methods? (05 Marks)
- d. Industrial products need more personnel selling. How do you defend advertisement? (05 Marks)

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