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08MBAMM311

Third Semester MBA Degree Examination, June/July 2011
Business Marketing

Time: 3 hrs.

Max. Marks:100

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

1. a. What do you understand by learning curve? (03 Marks)
b. Discuss the difference between industrial marketing and consumer marketing. (07 Marks)
c. Discuss micro and macro variables of industrial market segmentation. (10 Marks)
2. a. What do you mean by Alfa and Beta testing? (03 Marks)
b. What factors must be considered by the industrial marketers in selecting the most appropriate sales organization? (07 Marks)
c. Explain the Buygrid analytic framework for industrial buying situations. (10 Marks)
3. a. Define VARs. (03 Marks)
b. Explain "value analysis" as developed by General Electric. (07 Marks)
c. Write a detailed note on industrial demand. (10 Marks)
4. a. Mention the industrial customers. (03 Marks)
b. Why some industrial buyers prefer to buy from industrial intermediaries? (07 Marks)
c. Explain the process of New – product Development in Business marketing. (10 Marks)
5. a. Mention the uses of trade shows in promotion of industrial products. (03 Marks)
b. Describe with examples, the unique service characteristics and their marketing implications. (07 Marks)
c. Marketing logistics consists of various activities. Describe there activities and explain why the relationship between the activities can be complex. (10 Marks)
6. a. Define Positioning. (03 Marks)
b. Explain the three broad Target – Market strategies available in Business marketing. (07 Marks)
c. Briefly discuss the factors that are influencing the pricing strategies. (10 Marks)
7. a. What are the objectives in organizational buying? (03 Marks)
b. Briefly outline the use of advertising in Industrial marketing. (07 Marks)
c. Explain the areas of sales training in industrial marketing. (10 Marks)
8. **CASE STUDY : (Compulsory)**

TELCO opened bookings for different models of its proud small car Indica in late 1998. The consumer response was overwhelming. Most of the bookings were for the AC models, DLE and DLX. The DLE model accounted for more than 70% of the bookings.

TELCO has planned to commence delivery of the vehicles by early 1999. However, delivery schedules for the AC models were upset because of some problems on the roll out front. According to a report in The Economic Times dated 13 March 1999, Telco officials attributed the delay to non – availability of air conditioning kits.

Subros Ltd., supplies AC kits for the DLE version and Voltas is the vendor for the DLX version. Incidentally, Subros is also the AC supplier to Maruti Udyog Ltd. Telco officials alleged that Subros was being pressured by the competitor to delay the supply of kits. “If this continues, we will be forced to ask Voltas to supply kits for the DLE version too,” a company official said.

Questions :

- a. Why did Telco land itself in the problem? (05 Marks)
- b. If the allegation about the supplier is right, discuss its implications for the supplier. (05 Marks)
- c. Evaluate the ethical issues involved in the case. (05 Marks)
- d. What are the lessons provided by the case, both for the suppliers and the OEMs? (05 Marks)
