

JF – 3031

III Sem. M.B.A. (Day) Examination, Jan./Feb. 2005

(New Scheme)

MANAGEMENT

M2 : Business Marketing

Time: 3 Hours

Max. Marks: 75

SECTION – A

1. Answer **any six** questions:

(6×2=12)

- a) What is business marketing ?
- b) Capital items
- c) Key members of buyer centre
- d) Sales presentation
- e) Shopping Cart Package
- f) Inbound logistics
- g) MIS of industrial marketing
- h) B₂B selling
- i) Trade shows

SECTION – B

Answer **any four** questions:

(4×5=20)

2. Explain the characteristics of business products.
3. Explain the framework of buy grid.
4. Explain how the market manages to retain his major customers.
5. Explain the concept industrial decision support system.
6. Discuss the bases for segmenting the industrial market for Xerox machines.
7. Examine the pricing policies to be adopted across product life cycles.

SECTION - C

Answer any three questions:

(3×10=30)

8. Discuss various elements of industrial marketing supporting e-commerce.
9. Critically examine the nature of industrial marketing.
10. Describe the stages of new product development process.
11. Examine the merits and demerits of telemarketing of industrial products.
12. Discuss the pros and cons of team selling approach.

SECTION - D

Case Study - Compulsory.

(1×13=13)

13. TIL was incorporated in 1994, manufacturing transmission and differential gears to LCV, HCV, passenger cars, tractors and scooter manufacturers as the only company to bare a national network to sell and service its products. The company has enjoyed a pre-eminent position in the replacement market for its "TIL" brand gears.

Estimates reveal the demand for LC Vehicles in India is expected to increase by 15%, while the automotive component industry has been growing at 18% during the last 5 years as against 35% growth by TIL.

Replacement demand is a major factor in the auto spare parts sales boom. The market consists of dealers, retailers, mechanics, state road transport undertakings, institutional buyers like municipalities, airlines, transport companies etc. Within this market mechanics role is a pre-eminent one. His opinion was heavily relied upon by the transport operator. In fact, in most cases, he was the most important influences.

Wholesalers are located in major cities while retailers all over the country. A retailer generally prefers to buy goods from a wholesaler who offers a complete range of autoparts. The wholesaler in turn, preferred to buy from manufacturers who offered him maximum credit, lowest price and spot replacement. He was not loyal to any single manufacturer. He wants manufacturer to invest their resources in generating demon demand for their brands.

The company has a chronic problem of finances and therefore has been insisting on advance payment or delivery against payment or delivery on letter of credit basis.

Given the facts: What strategy should TIL adopt to exploit the opportunity ?
