

JU – 2936

III Semester M.B.A. (Day)/V Semester M.B.A. (Eve.) Degree
Examination, January/February 2006
(Updated Scheme)
MANAGEMENT
M2 : Business Marketing

Time : 3 Hours

Max. Marks : 75

SECTION – A

1. Answer any **six** of the following questions. **Each** question carries **two** marks. (6×2=12)
- What is Business to Business Marketing ?
 - What is meant by Derived Demand ?
 - What is Telescopic Marketing ?
 - What is the difference between Consumer and Industrial Marketing ?
 - What is meant by Switching Costs ?
 - What is a Buying Center ?
 - What is meant by "Value in use" ?
 - What is meant by Competitive Bidding ?
 - What are Life Cycle Costs ?

SECTION – B

- Answer any **four** of the following. **Each** carries **five** marks. (4×5=20)
- Explain the various channel options available for distributing industrial products and under what circumstances is each one of the options used ?
 - Give examples of Entering Goods, Foundation Goods and Facilitating Goods. How does Marketing Strategies differ across these goods and why ?
 - Explain briefly the Buying Process undertaken by Industrial Buyers using the Buy Grid Model of Farris and Wind ?
 - What is meant by a Major or Key Account ? What are the characteristics of a Major account ? How are major accounts identified, selected and retained ? MRF, Ceat and Apollo have been supplying tyres to Maruti, Hyundai and Ford Motors to name a few. Of all the car manufacturers (OEM Buyers) which of them would MRF decide to qualify as a major account ?

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6. A manufacturer of Edible oil (cooking medium) markets to both the consumer market and business market i.e., customer like Britannia, Nestle and Haldiram. How does marketing to a consumer differ from marketing to an organisation in this case of the edible oil manufacture ?
7. Explain the difference between value and vendor.

SECTION – C

Answer any **three** questions. **Each** question carries **ten** marks. (3×10=30)

8. Indian Airlines wants to modernise its current fleet of Air Bus 320 Aircrafts. Both Air Bus and Boeing are in contention. For Air Bus to prevent Boeing from getting the order, it needs to increase "Switching Costs", whilst for boeing to get the order it needs to decrease "Switching Costs" to Indian Airlines".
Explain the meaning of Switching Cost. What are the possible ways of increasing or decreasing switching costs in this case ?
9. What is meant by marketing strategy ? How are business marketing strategies formulated ? Explain this in the case of an engine manufacturer, a market leader in supplying engines to a Highway Truck Market. The Engine manufacturers leadership stands threatened as OEMs decide to make their own engines. What should the Engine manufacturers do ?
10. What is meaning of segmentation ? How are business markets segmented ? Explain the different bases used in macro and micro segmentation ?
11. A company manufactures a new high speed packaging system, which can increase the rate of packaging by almost 50% with rejection rates too reduced from the industry norm of 5% to 1%.
Enumerate the steps the company's marketing manager should undertake in arriving at the "price" of the new product.
12. You are a Regional Sales Manager of a company manufacturing steel. Today you are going to call on two customers, who buy steel to make steel Almirahs. The first customer buys exclusively from you. The second customer however poses a problem, they buy only from competition. What are steps to be undertaken to sell an industrial product ? What should the sales strategies that you would adopt when you call on the first customer and then the second customer ? Why is personal selling the most oft used mode of promoting Business Products ?

SECTION – D

13. Analyse the following case and answer the questions : (1×13=13)

A marketing Executive of Hindustan Motors notices a slump in demand for Ambassador cars. The slump in demand was attributed to two segments of the market namely the working women and elderly male complaining about the steering wheel. Whilst competitors like Hyundai, Maruti, Ford etc. all had steering wheel made from hard plastics, Hindustan Motors had steering wheel made from Mild Steel. The management of Hindustan Motors has taken a policy decision to shift from steel to hard plastic. You are a manufacturer and marketer of hard plastic steering wheel, operating at 20% capacity utilisation. Infact all suppliers of hard plastic has been working at less than 50% capacity. You see the morning Economic Times and read a caption "Hindustan Motors decides to shift to hard plastics". You are keen to get the order as others in the industry.

Questions :

What are the steps you will undertake to get the order from Hindustan Motors on your terms ?
