

PD – 629

**III Semester M.B.A. (Day)/ V Semester M.B.A. (Eve.) Degree
Examination, Jan./Feb. 2007
(Updated Scheme)
MANAGEMENT
M2 : Business Marketing**

Time : 3 Hours

Max. Marks : 75

Instruction: Answer all Sections.

SECTION – A

Answer **any six** of the following questions. **Each** question carries **two** marks. (6×2=12)

1. a) What is industrial marketing ?
- b) What do you mean by 'environment scarcity' ?
- c) What are buying centre variables ?
- d) Give meaning of 'Niche marketing'.
- e) State the meaning of product strategy.
- f) Mention two advantages of warehousing in IM.
- g) What do you understand by the term 'turnkey project' ?
- h) What is meant by E-sourcing ?
- i) Give two important differences between publicity and public relations.

SECTION – B

Answer **any four** of the following. **Each** question carries **five** marks. (4×5=20)

2. Give a comparative study of differences in industrial and consumer marketing.
3. What are different phases of organisational buying ? Narrate each in brief.
4. Explain the importance of MIS in business activities.
5. What procedure would you follow for distribution of new business products ?

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6. Explain how you would manage pricing at various stages of the PLC.
7. What are the important steps for a sales person to follow in Industrial product sales ?

SECTION - C

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

8. Value engineering should not be only for waste reduction, it should also take care of reactivity, innovation and customer delight. Discuss the same by taking the example of modern furnitures.
9. A copper tube industry in Bangalore supplies refrigerator tubes to i) BPL Bangalore ii) Videocon Aurangabad and iii) Voltas Mumbai who make similar products. Explain what type of distribution arrangements would you make for these companies.
10. A new computer assembly unit is asked to quote for 100 computers for an engineering college. Explain what pricing strategies will need to be adopted to get orders for this and other engineering colleges.
11. What are the attributes highlighted in industrial advertising ? Explain with suitable examples.
12. 'External Factors' influence in marketing strategy implementation. Explain this with the support of a case of your choice.

SECTION - D

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

Dodsal Ltd. - Turn Key Projects

Dodsal is a Mumbai based company established in 1970 for undertaking project works of construction and turnkey projects and gradually it has developed itself as a leading organisation in its area of activity. It is competing with UDHE India Ltd., Mecon. EPI, Subhash Projects at national and global level tenders. It has tie up with the German Company 'DEMAG' for steel plant modernisation activities. In tune with the growing industrial and infrastructure needs of India and developing countries, the company developed following divisions :

1. Pipeline projects
2. Thermal power station projects
3. Steel plant modernisation
4. Heavy fabrication and structural works and
5. Turnkey projects of chemical plants.

Initially they met substantial of Indian orders and later on got orders from Gulf countries in the above fields of activities. The activities covered such diverse areas like civil construction, mechanical engineering, electrical engineering, electronics, gas and water pipelines, thermal power plant structural work, tubing work, total responsibility of production (fabrication), erection, constructioning and handing over of chemical plants.

All these activities could be done very efficiently due to the fact of having dedicated employees, qualified and professionally chosen executives. The salary structure was good and above the level of similar industries and work environment was friendly. Mr. Ramesh Khilachand, the MD and son of founder member, has a good thinking of bringing efficient executives retiring/retired from public sectors who have also got very high level exposure in one or more of the above said project activities.

Normally a site job lasts average two years and the range was six months to three years. The group will be moved to the next project site. All expenses and facilities will be given for shifting. Executives will be made to stay in nearby town/city and others will be accommodated near the project site.

Some of the projects the company has handled are a) HBJ pipeline b) Modernisation of Durgapur Steel Plant c) Structural work at Raichur Thermal Power Station d) Naphta Cracker plant at Nagothane (MS) and (e) LDPE Project at Pen (MS). The company continues to get good orders and it continues to be a leading project construction company.

Dodsals has a fleet of own cranes (all types), trucks, trolleys, material handling equipments and earth moving equipments. As and when needed, they also hire more facilities to speed up the work. The employee morale is very high. The company is in touch with all the likely new project tenders. It started with Rs. 50 lac turnover in 1970 and now it has grown to do Rs. 100 crores turnover annually. Many of its employees have served for 20 to 30 years and new talents are recruited to strengthen the company.

The marketing strategy of the company was very simple : 1) Its past record and performance is good 2) The executives had good contacts to try and get orders 3) The MD himself is always on the look out for global and national tenders 4) Their tender is given serious consideration due to experience and capability and 5) Periodically they advertise in business magazines.

Questions :

1. Elucidate the salient features of rise and growth of Dodsall Ltd. as a project construction unit.
2. The marketing strategy is unusual. Explain how it helps in practice.
3. Suggest if Dodsall Ltd. can take up any other marketing strategy to grow further.