

III Semester M.B.A. (Day)/ V Semester M.B.A. (Evening) Degree  
Examination, January 2008  
(Updated Scheme)  
BUSINESS ADMINISTRATION  
M-2: Business Marketing

Time: 3 Hours

Max. Marks: 75

*Instruction: Answer all Sections.*

SECTION – A

1. Answer **any six** from the following. Each carries **two** marks. (6×2=12)
- Define Industrial marketing.
  - Mention the different types of business market.
  - What is a buygrid ?
  - What do you mean by choice criteria ?
  - What is JIT purchasing ?
  - Mention the characteristics of Buyer Behaviour.
  - What is target marketing ?
  - What is competitive bidding ?
  - What is Business-to-Business marketing ?

SECTION – B

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

- What are the factors to be considered in segmenting an industrial market ?
- Explain the industrial buying process.
- Why is the concentration of demand a factor that the industrial marketing manager must consider carefully in formulating marketing strategy ?

P.T.O.

5. How are perceptual factors important in industrial buying situations ?
6. Define Technological forecasting. How is it useful to industrial marketers ?
7. How do you classify the factors influencing the pricing of industrial products ?

SECTION – C

Answer **any three** from the following. **Each** carries **ten** marks. (3×10=30)

8. Explain why industrial purchasing is not a totally rational process ?
9. Explain the steps involved in strategic planning process.
10. Why is the determination of channel objectives so important in setting up channels of distribution in industrial market ?
11. “Industrial advertising and sales promotion are support activities for personal selling”. Comment.
12. What can the industrial marketing manager gain by implementing MIS that he cannot gain from marketing research ?

SECTION – D

Read the following case and answer the questions appended to it : (1×13=13)

13. You have been hired as a product manager with project responsibility for your company's brand of industrial robots. In preparation for developing a marketing plan, you decide to learn more about the buying behaviour of industrial buyers in your markets. How would you go about setting objectives for this study. Discuss your answer.
-