



III Semester M.B.A. (Day) Degree Examination, January 2012
(2007-08 Scheme)
MANAGEMENT
Paper - M1 : Business Marketing

Time : 3 Hours

Max. Marks : 75

SECTION - A

1. Answer **any six** questions. **Each** question carries **2** marks. **(6x2=12)**
- What is B2B marketing ?
 - Explain derived demand in industrial marketing.
 - Mention the components of business market.
 - What are the different buy-situations ?
 - State the role of gate-keeper in buying centre.
 - What is co-option strategy in business marketing ?
 - State the importance of logistics management in industrial marketing.
 - Mention the advantages of multichannel marketing system.

SECTION - B

- Answer **any three** questions. **Each** question carries **8** marks. **(3x8=24)**
- What are the different categories of business buyers ? Explain the components of industrial market.
 - Briefly discuss the nature of demand for industrial goods with suitable examples.
 - Explain the Webster and wind model for business buying process.
 - Discuss the significance of partnering and relationship in industrial marketing.
 - Write a note on :
 - Competitive bidding
 - Geographic pricing strategies.

P.T.O.



SECTION - C

Answer **any two** questions. Each question carries 12 marks. (2×12=24)

7. Give an account of classification of industrial goods and their marketing implications. Briefly explain few differences between consumer goods and industrial goods.
8. "Role of personal selling is very important in marketing of industrial goods substantiate this statement with a suitable illustration for electronic gadgets like LCD projectors and photocopies for a educational institution.
9. Discuss the importance of logistics management for industrial goods. Mention the factors influencing the channel design decisions.

SECTION - D

10. This section is **compulsory**. It carries 15 marks. (1×15=15)

Vinod Nair, sales executive of Zerise Documentation Ltd., encounters the Head, Department of Management Studies of the University, to sell photocopying machine. "We already have a photocopying machine. I am sorry Mr. Nair, we don't need any more machine", says the Head. "But that machine you have now is kept in the library and I understand that it is fully employed. You have a very large quantity of course materials to reproduce. I feel that you need some more copiers", suggests Nair. The Head retorts. "Look Mr. Nair, we have a typing pool of four full time typists and one section officer to produce the course materials. We also have a duplicating machine and an operator for that. If we have to make one copy of any document, we photocopy it, if we want four or five copies we type it and if more copies are needed we cut stencil and take copies. The present arrangement can take care of our requirements. We certainly don't need any more photocopying machine. Anybody would like to have additional facilities, but we have financial constraints so that we can't afford the luxury of an additional photocopier".

"But Sir..." Although Nair tried to put forward his proposition, he was stopped by the Head who had to leave immediately to meet the Vice Chancellor as per the appointment. Nair pleads for an appointment some time later when the Head could spare some time. "If you are very particular about meeting me you may do so somewhere next week. But, I have already told you that we don't need another copier. So, if you are inclined to waste some time you may take an appointment and meet me". Saying this the Head stands up to leave for the meeting.

Questions :

- 1) Should Nair regard it as a closed chapter or should he meet the Head again ?
- 2) If you feel that Nair should endeavour again to make a sale, draw up a strategy that would enable him to make the Head favorably disposed.