



PG – 812

III Semester M.B.A. (Day) Examination, Feb./Mar. 2014
(2007-08 Scheme)
MANAGEMENT
M – 1 : Business Marketing

Time : 3 Hours

Max. Marks : 75

SECTION – A

1. Answer **any six** questions : (6×2=12)
- a) What is modified rebuy ?
 - b) What is Bull-Whip effect ?
 - c) What is a buying centre ?
 - d) What are value-added resellers ?
 - e) List different types of organisational customer.
 - f) What is Missionary selling ?
 - g) List various factors influencing pricing decision.
 - h) What is Predatory pricing ?

SECTION – B

Answer **any three** of the following : (3×8=24)

2. Explain why business channels are usually shorter in length than channels in consumer good marketing. Briefly discuss the channel design framework of Industrial marketing.
3. Explain the major differences between consumer and Industrial marketing.
4. Can a customer be classified as an OEM as well as a user customer ? Explain with an example.
5. What is a buygrid framework ? What are the major results or conclusions one can draw from the analysis of buygrid framework ?
6. Mention the major methods used for price setting in business marketing. Describe any one of these methods.

P.T.O.



SECTION - C

Answer any two of the following :

(2×12=24)

7. Explain the process of sales force organisation and management.
8. Describe any one of the model of the organisational buying behaviour.
9. Write short note on :
Classifications and characteristics of Industrial Products.

SECTION - D

10. Case Study :

(1×15=15)

Arun Prasad, Director of Cable Systems Pvt. Ltd., was concerned about the behaviour of some of his dealers, who were selling the products of the company at 15 to 20 per cent higher than the prices mentioned in the company's price-list.

Cable Systems was one of the leading manufacturers of high quality moulded power cables and connector cable assemblies, which were used in electric and electronic components, including mobile charging cables and LAN and WAN cables. The company supplied moulded power cables, customized to the specific requirements of OEM customers like VXL and Heidel Berg, as well as, to government customers like Bharat Electronics Ltd. (BEL). The company manufactured at its well- equipped plant at Bangalore a wide range of over 90 types of cables, which were reputed for excellent quality.

The percentage of revenue obtained from different types of customers was as follows :

Type of Customer	Percentage of total Sales Revenue
Government and Public Sector	15
OEMs	40
Authorised Dealers	45

The company had 30 authorised dealers in South India, out of which 10 dealers were in Bangalore. Some of the dealers supplied moulded cables to industrial customers at 15-20 per cent higher than the price-list of the company. This made the company prices higher than the major competitors. The dealers were independent businesses trying to maximize their profits without any concern for Cable System's objectives and strategies. The company had appointed the authorised dealers without any agreements or contracts with them. Arun Prasad wondered what actions he should take to manage the dealers.

Question :

If you were the consultant to Arun Prasad what would you recommend to him for managing the dealers ?