



PG – 1130

III Semester M.B.A. Degree Examination, February 2016
(2007-08 Scheme)
MANAGEMENT
Paper – M-1 : Business Marketing

Time : 3 Hours

Max. Marks : 75

SECTION – A

1. Answer **any six** sub-questions. **Each** sub-question carries **2** marks. **(2×6=12)**
- What do you mean by market segmentation ?
 - What do you mean by industrial goods ?
 - Define publicity.
 - What is B-B advertising ?
 - What do you mean by trade show ?
 - What do you mean by motivation ?
 - What is competitive bidding ?
 - Define price.

SECTION – B

- Answer **any three** questions. **Each** question carries **8** marks. **(8×3=24)**
- What is business marketing ? Explain the characteristics of business marketing.
 - Distinguish between business and consumer marketing.
 - Critically explain the environmental analysis in business marketing.
 - Explain the significance of the channel of distribution.
 - What is personal selling ? Explain the role of personal selling in business marketing.

SECTION – C

- Answer **any two** questions. **Each** question carries **12** marks. **(12×2=24)**
- What are the major objectives of pricing ? How do the different stages of PLC affect the pricing decision ? Explain with suitable example.

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8. Enumerate the different methods carried out for performance evaluation of suppliers.
9. Explain the process of sales force organisation and management.

SECTION - D

(15×1=15)

10. Analyse the following case and answer the questions given at the end of the case.

The marketing manager of SL Business Systems (India) Limited wondered why the sales of the printer had not achieved the sales target for the first quarter of the financial year 2006-07. The company had adopted the pricing strategy of pricing its printer at Rs. 1,50,000, which was double the prices of its major competitors like HP and Canon, who had priced their printer at Rs. 75,000.

SL Business Systems (India) Limited was a joint venture company between a leading Japanese Corporation and a well-known Indian engineering corporation. The marketing manager of the company thought that the customers knew about the superior quality of their printer as compared to other suppliers' printers and hence, the existing and prospective customers would pay for the higher initial price. He felt that there was no time to carry out a market survey as that would have taken about 5-6 months, which would have delayed the introduction of the printer in the market.

The company realized the importance of communicating to the current and potential customers about the superior quality of the company's printer and the long-term monetary benefits of the printer over other printers. The cost per print out copy of the company's printer (including consumables like toners, developers, drums, etc.) was Re. 0.35, and that of other printers was Re. 1.00.

The distribution channels included personal selling through the company's ten branches established at major industrial cities, on line marketing, as well as authorized distributors to sell and service to business customers and household consumers all over India.

The marketing manager was not sure if the sales would pick-up in case the company made an effective communication to its present and prospective customers about its superior quality and higher initial price of the printer.

Question :

If you were the marketing manager what would you do and why ?