



PG – 967

III Semester M.B.A. Degree Examination, February 2017  
(2007-2008 Scheme)

MANAGEMENT  
Paper – M-1: Business Marketing

Time : 3 Hours

Max. Marks : 75

SECTION – A

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

- a) What is telescopic marketing ?
- b) Define business marketing.
- c) What is derived demand ?
- d) State the three buy situations for industrial goods.
- e) Mention the roles in business buying.
- f) What is a value chain ?
- g) Define market grid.
- h) Define Niche marketing.

SECTION – B

Answer **any three** of the following. **Each** question carries **eight** marks. (3×8=24)

2. Give a brief account of important differences between business marketing and consumer marketing.
3. Explain the distinguishing features of industrial 'Communication mix'.
4. Discuss the features of buyer-seller relationship in business marketing.
5. Bring out the importance of personal selling in industrial marketing.
6. Describe the levels of procurement development in commercial enterprises.

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## SECTION - C

Answer **any two** of the following. **Each** question carries **twelve** marks. (2×12=24)

7. Give an account of classification of business goods. Examine the marketing implication of each category.
8. Discuss the different buy phases in business buying with a suitable model and product of your choice.
9. Explain the unique characteristics of government and institutional customers. Also highlight specific strategies used for government customers.

## SECTION - D

10. Read the case and answer the questions given below : 15

Telco opened bookings for different models of its proud small car Indica in late 1998. The consumer response was overwhelming. Most of the bookings were for the AC models, DLE and DLX. The DLE model accounted for more than 70 per cent of the bookings.

Telco has planned to commence delivery of the vehicles by early 1999. However, delivery schedules for the AC models were upset because of some problems on the roll out front. According to a report in *The Economic Times* dated 13 March 1999, Telco officials attributed the delay to non-availability of air conditioning kits.

Subros Ltd., supplies AC kits for the DLE version and Voltas is the vendor for the DLX version. Incidentally, Subros is also the AC supplier to Maruti Udyog Ltd. Telco officials alleged that Subros was being pressured by the competitor to delay the supply of kits. "If this continues, we will be forced to ask Voltas to supply kits for the DLE version too", a company official said.

**Questions :**

- 1) Why did Telco land itself in the problem (Supply problem in respect of AC Kits) ?
- 2) If the allegation about the supplier is right, discuss its implications for the supplier.
- 3) Evaluate the ethical issues involved in the case. (Also consider the fact Maruti 50% Government owned)
- 4) What are the lessons provided by the cases, both for the suppliers and the OEMs ?