



III Semester M.B.A. (Day) Examination, January 2010
(2007-08 Scheme)
MANAGEMENT
M-1 : Business Marketing

Time : 3 Hours

Max. Marks : 75

SECTION – A

1. Answer any six of the following questions : (6×2=12)
- What is experience curve ?
 - What is *DEM* ?
 - What is Joint Demand ?
 - What is Direct Marketing ?
 - What is Vertical Publication ?
 - What are Foundation goods ?
 - What is competitive bidding ?
 - Define Market Segmentation.

SECTION – B

Answer any three questions : (3×8=24)

- Explain the concept of derived demand and cross-elasticity of demand with examples from industrial marketing.
- Distinguish between consumer and industrial marketing.
- In what manner the purchasing practices in government organizations differ in comparison to commercial enterprises in private sector.
- Explain briefly the channel design framework.
- Briefly explain the process of personal selling. Why it is very important in Business Marketing ?

P.T.O.



SECTION - C

Answer any two of the following :

(2×12=24)

7. Explain the Webster and Wind model of organisational buying behaviour.
8. Explain the segmentation process in business markets.
9. Explain the functions performed by intermediaries.

SECTION - D

10. Read the case carefully and answer the questions.

(1×15=15)

Hewlett-Packard : A Channel Strategy Dilemma⁴⁹.

Before Hewlett-Packard Company and Compaq Computer merged, each firm had developed long-term relationships with a separate set of dealers and distributors. For example, in a given metropolitan area, one distributor worked closely with Compaq while another distributor enjoyed a partnership with Hewlett-Packard. In competing for small and medium-sized business customers, these distributors would routinely face off in a battle in which one forcefully represented H-P and the other Compaq. As Compaq becomes fully integrated into H-P, how will these crucial channel relationships be managed ?

Meanwhile, as the long-standing leader in direct sales to customers by telephone and the Internet, Dell continues to boost its market share in the personal computer business. Indeed, some suggest that H-P must reduce its reliance on distributors and emphasize a direct sales model if it ever hopes to match the cost-efficiencies that Dell enjoys. However, such a strategy would severely damage channel relations. A major distributor for H-P agrees : "If H-P bypasses distributors, you're going to see other vendors like IBM step up big time ... And you will see resellers like myself push more IBM product."

Discussion Questions :

- 1) Because H-P had working relationships with some distributors and Compaq with others, what steps should H-P take in developing an integrated channel strategy after the merger ?
 - 2) Given the overlap that might exist in some regions, what criteria should H-P use in choosing between one distributor versus another ?
 - 3) Should H-P bypass distributors and adopt a direct sales model like Dell ? Discuss the potential benefits and risks.
-



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)**

- a) What is B2B marketing ?
- b) Explain derived demand in industrial marketing.
- c) Mention the components of business market.
- d) What are the different buy-situations ?
- e) State the role of gate-keeper in buying centre.
- f) What is co-option strategy in business marketing ?
- g) State the importance of logistics management in industrial marketing.
- h) Mention the advantages of multichannel marketing system.

SECTION - B

Answer **any three** questions. **Each** question carries **8** marks. **(3x8=24)**

2. What are the different categories of business buyers ? Explain the components of industrial market.
3. Briefly discuss the nature of demand for industrial goods with suitable examples.
4. Explain the Webster and wind model for business buying process.
5. Discuss the significance of partnering and relationship in industrial marketing.
6. Write a note on :
 - a) Competitive bidding
 - b) 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 pleaded 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.



PG - 686

III Semester M.B.A. (Day) Examination, January 2013
(2007-08 Scheme)
MANAGEMENT
M-1 : Business Marketing

Time : 3 Hours

Max. Marks : 75

SECTION - A

Answer **any six** of the following. **Each** question carries **two** marks. (2x6=12)

1. a) What is acceleration effect ?
- b) Define personal selling.
- c) What is Missionary Selling ?
- d) Define trade selling.
- e) What are horizontal publication ?
- f) What is learning curve ?
- g) What is competitive bidding ?
- h) What are the criteria for market segmentation ?

SECTION - B

Answer **any three** of the following : (3x8=24)

2. Explain the role of Blake and Mouton Managerial Grid in developing the sales force.
3. Explain the channel design framework used by a business marketing company.
4. Explain the strategic procurement process in commercial enterprises.
5. What are the various unique characteristics of Government customers in business market ?
6. Discuss various promotional tools are their significance in Industrial market.

P.T.O.



SECTION - C

Answer **any two** of the following :

(2×12=24)

7. Explain various stages in the business buying process.
8. Elaborate the role of personal selling in Business markets.
9. Write short notes on :
 - a) Major Influences on Business Buyers
(Webster and wind model)
 - b) Classification of industrial products.

SECTION - D
(Compulsory)

10. Case study :

(1×15=15)

Around 1980, the talk of small cars caught up in a big way in India. Those were the days of the MRTP Act and big business tycoons like Tatas, Birlas, Modis, and Singhanias were given industrial licences after careful scrutiny. Government decided to consider giving licence to next category of entrepreneurs. Mr. Prakash of Coimbatore, Sipani Automobiles of Bangalore and Mr. Sanjay Gandhi were in the news for developing small cars to suit the Indian middle class people.

Of the three entrepreneurs, Sipani of Bangalore was already making a car shaped three wheeler called 'Badal' and it was more of a modified auto. However, that gives a picture of 'something' in terms of capacity to take up bigger endeavour. The parallel comments for others was that Sanjay will get political back up and Prakash is at best a big garagewala. All these three had applied for licences along with the existing car manufacturers of 'Ambassador' and 'Fiat'. The central Government very diplomatically asked the three new entrepreneurs to prove their proto-type to award a licence. In those days it was a big dream and challenge in 'Auto-industry'. In automobiles, engine is the most important portion for quality and reliability. Indians knowledge and expertise was not compared equal to world standard and more so to make small cars. Hence, Mr. Sanjay took the technology assistance of M/s Suzuki of Japan and named his company as Maruti Automobiles Pvt. Ltd. and the would be small car as 'Maruti' to win Indian sentiments about gods. At the same time M/s Sipani Automobiles Pvt. Ltd., decided to import only engine kits from Montana England and named his would be small car as 'Montana' a fancy English name to attract urban buyers and elite class of metros who can afford more than one car.



News magazines started giving articles on both these cars. 'Montana' had the speciality of fibre-glass body and ready and proven engine from England. It was a two door small car. In the prototype test, after three trials, it was approved and licence was given to M/s Sipani to manufacture 3600 cars p.a. This was enough for the company to advertise for bookings. It was claimed to give 20 km/litre, a big news in those days. Thousands of people booked the car by paying advance of Rs. 10,000, the full value being Rs. 50,000 per car.

M/s Sipani started delivery of the car within six months of bookings and it became a big craze on Bangalore roads to begin with. Soon all metro population liked it due to easy movement in crowded roads, more mileage, new looks and a fancy feeling compared to other two models existing at that time. Until 1984-85, the company enjoyed excellent market by selling 100 Nos./m and making the car in different colours in the days when only black and white coloured cars were seen on Indian roads.

Sometime in 1983, 'the Maruti' model (Imported) was exhibited in New Delhi's Pragati Maidan industrial fair and a very big appreciation came for it and its comparison with 'Montana' was talk of the country. Maruti had many better innovative and high technology features in all respects like body design, quality of workmanship, colour range, interiors etc. People preferred to wait for 'Maruthi' rather than buy Montana.

Montana was slightly modified to make 4 doors and there was slight improvements in interiors. However, it still looked very ordinary compared to 'Maruti'. Moreover, around 1985 Japanese had very high reputation for innovation and quality in automobiles and electronic industry. So far, Montana had not bothered about 'marketing'. Now its MD started worrying about marketing and not having collaborations. Importing the engine kit became costly due to devaluation of Indian Rupee. The downfall gradually led to the closure of the company. It is a different story that (Maruti Udyog Ltd. (MUL) went on to become market leader in the automobile sector of the Indian sub-continent.

Questions :

- i) Explain what went wrong with the 'Industrial marketing' methods of Montana.
- ii) Where did Montana go wrong in the technology factor. What were the factors responsible for this ? and
- iii) If you were MD of M/s Sipani, what pro-active measures you would have taken from the marketing and product development point of view ?



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 ?



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.

P.T.O.



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 ?



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.

P.T.O.



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 ?