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14MBAMM305

Third Semester MBA Degree Examination, Dec.2016/Jan.2017
Business Marketing

Time: 3 hrs.

Max. Marks:100

SECTION - A

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Define business marketing. (03 Marks)
- 2 What do you understand by JIT? (03 Marks)
- 3 What are OEMs? (03 Marks)
- 4 What is an industrial product? (03 Marks)
- 5 What is value analysis? (03 Marks)
- 6 What is the role of gate keepers in buying center? (03 Marks)
- 7 What do you understand by Niche marketing? (03 Marks)

SECTION - B

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Explain the buying center concept. (07 Marks)
- 2 How are industrial customers classified? Explain. (07 Marks)
- 3 Discuss derived demand and joint demand with examples. (07 Marks)
- 4 List the difference between consumer and industrial marketing research. (07 Marks)
- 5 What is CRM? Explain CRM applications. (07 Marks)
- 6 Briefly discuss the types of industrial intermediaries. (07 Marks)
- 7 What is market segmentation? State and explain the macro variables used to segment the industrial market. (07 Marks)

SECTION - C

Note : Answer any FOUR questions from Q.No.1 to Q.No.7.

- 1 Discuss the industrial marketing environment. (10 Marks)
- 2 Explain the methods of pricing. (10 Marks)
- 3 Discuss the concept of "Industrial product lifecycle analysis". (10 Marks)
- 4 Explain the business market research process. (10 Marks)
- 5 Discuss the evaluating criteria for selecting target segments of the market. (10 Marks)
- 6 Discuss how industrial marketers organize their sales force. (10 Marks)
- 7 Explain the models for B2B electronic commerce. (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.



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SECTION - D
CASE STUDY – [Compulsory]

8. Govind Doors Pvt. Ltd. STP strategies

Arun Kumar, director Govind Doors Pvt. Ltd., was not sure what kind of target market and positioning strategies he should use in order to achieve the company goals on sales and profitability.

Arun Kumar joined the family business in 2006, after completing graduation in electronic engineering and MBA from a reputed management institute in India. The company manufactured GTEX brand PVC (poly vinyl chloride) and FRP (Fibre Reinforced Plastics) doors suitable for bed rooms, bath rooms, balcony etc. These non – wood based doors can be used for residential houses, institutions like hospitals and schools, as well as commercial establishments like shopping malls and multiplexes.

The company had segmented its market into the following segments : i) government organizations like CPWD, MES and railways ii) residential complexes built by builders iii) commercial organizations and institutions iv) individual house owners, replacement v) fabricators.

“We have targeted all the above market segments for PVC and FRP doors, excepting those customers who want wooden and special doors” said Arun Kumar. He further added, “Our sales people regularly contact contractors who get business from government organization, where lowest price and good after-sales-service are the key building factors. However, when our sales people call on builders for residential and commercial complexes for getting orders, superior product quality and service are the important factors they have to keep in mind. For a large number of individual house owners, small volume replacement market and fabricators, we are indirect channel of dealers, who mostly look for low prices and delivery service (or availability).

The company had established three sub-brands under GTEX brand. Solidex brand was suitable for government firms, institutions, individual houses with medium quality and medium to low price. Fibrex brand with high quality and high price was appropriate for builders and a few individual house owners. Fabricators were offered the required raw material from all the three sub-brands. There were three major players, including Govind Doors, with almost equal market share of 20–25%. The balance market was shared by many small players and also by fabricators.

The company had not considered which target market strategy it should use. Arun Kumar was also not sure what should be the positioning strategy for its brand GTEX. It was important to decide these strategies, since the market for PVC and FRP doors was growing extremely well at 34 to 64% per year between 2002 and 2006. And the competition from small players was slowly catching up with the three major players.

Questions :

- a. Case analysis. (05 Marks)
- b. Do you think it was a right decision of the company to target all the segments? (05 Marks)
- c. What target market strategy would you suggest and why? (05 Marks)
- d. How would you develop a positioning strategy for GTEX brand of the company including its sub brands? (05 Marks)
