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14MBAMM305

**Third Semester MBA Degree Examination, June/July 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 What is Business Marketing? (03 Marks)
- 2 What is modified Re-buy in business marketing? (03 Marks)
- 3 What is CRM system in business marketing? (03 Marks)
- 4 What is market segmentation in business marketing? (03 Marks)
- 5 Define a Business Marketing Channel. (03 Marks)
- 6 What is cost based pricing in business marketing? (03 Marks)
- 7 What is E-commerce in business marketing? (03 Marks)

**SECTION – B**

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

- 1 Write the differences between business and consumer marketing. (07 Marks)
- 2 What is the purchasing objective in an organizational buying? Briefly describe the objectives of the purchasing function. (07 Marks)
- 3 Draw the relationship range/spectrum of buyer seller firms. Write the description of the types of relationship. (07 Marks)
- 4 Write the brand building tools used in business marketing. (07 Marks)
- 5 What is a channel conflict in business marketing? Write the sources of channel conflict. (07 Marks)
- 6 What are the pricing objectives in business marketing? (07 Marks)
- 7 Write the selling process in business marketing. (07 Marks)

**SECTION – C**

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

- 1 What are the micro-environmental factors in business marketing? What are the strategies for managing external environment? (10 Marks)
- 2 What are the types of purchases or buying situation in business marketing? (10 Marks)

Important Note : 1. On completing your answer 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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- 3 How you develop relationship marketing objectives and strategies? Also discuss implementation of relationship strategy. (10 Marks)
- 4 Write the branding strategies in detail. (10 Marks)
- 5 Who are the participants in business marketing channels? (10 Marks)
- 6 What are the factors influencing pricing decisions in business marketing? (10 Marks)
- 7 Write the classification and types of E-commerce. (10 Marks)

**SECTION – D**  
**(Compulsory)**

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Vastu Cement Blocks Pvt. Ltd. : Changes in Product strategy

L.C. Goyal, Vastu Cement Blocks (VCB) Pvt. Ltd., was seriously considering the proposal made by the company's marketing head Pradeep Chatterjee to make a change in product strategy in order to solve the problem of declining profitability.

VCB was one of the largest manufactures of cement blocks, which were used by the construction industry. VCB was started in 2004, as a part of vertical integration, to support their businesses in the construction industry and the dealership of cement from ACC Ltd.

VCB was known for its superior quality compared to its competitors. The raw materials required for the cement blocks included gravel, cement, sand and dust. The production cycle was five days from the date of purchase of raw materials and included the process of mixing moulding and drying.

The company's profitability was affected due to rising cement prices as well as price war on cement blocks with increase in competition. According to Pradeep Chatterjee, cement blocks were considered as a commodity and customers purchased the product on two key factors-price and relationship. Pradeep recommended to L.C. Goyal that the company should change the product and pricing strategies from "High Quality High Price" to "medium quality and Competitive Prices". Goyal was reluctant to change the "High Quality Image" of the company due to the company's use of 'A' grade cement instead of low priced 'B' and 'C' grade cements used by competitors. Goyal was also considering production of bricks using ash, with a new technology.

Question :

What changes in the product strategy you recommend to L.C. Goyal? (20 Marks)

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