

CBCS Scheme



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16MBAMM305

Third Semester MBA Degree Examination, Dec.2017/Jan.2018 Business Marketing

Time: 3 hrs.

Max. Marks:80

Note: 1. Answer any Four questions from Q.No. 1 to Q.No. 7.
2. Question No. 8 is compulsory.

1. a. Define Business Marketing. (02 Marks)
b. Explain the various roles of a Buying centre. (06 Marks)
c. Critically analyse the role of Environment in Business Marketing. (08 Marks)
2. a. What is Market Positioning? (02 Marks)
b. Enumerate the various strategies involved in channel conflict resolution. (06 Marks)
c. Explain the importance of Sales Promotion, Public Relation and Direct Marketing in Business Marketing. (08 Marks)
3. a. List out the classification of various Industrial Products. (02 Marks)
b. Explain the various factors influencing pricing in B to B market. (06 Marks)
c. What is Marketing Research? Explain the process in detail. (08 Marks)
4. a. What is Standard Industrial classification? (02 Marks)
b. Explain the bases of Segmenting Business Markets. (06 Marks)
c. Explain the channel design framework in detail. (08 Marks)
5. a. What do you understand by learning curves? (02 Marks)
b. What is leasing in the Industrial Markets? List out the benefits of leasing. (06 Marks)
c. Explain the Organisational buying process in detail. (08 Marks)
6. a. What is Competitive bidding? (02 Marks)
b. Discuss in brief, the product life cycle with special reference to Industrial products. (06 Marks)
c. Explain the Webster and Wind model of Organisational buying behaviour. (08 Marks)
7. a. What is SCM? (02 Marks)
b. Briefly outline the selling process in an Industrial Market. (06 Marks)
c. Explain the different pricing strategies for Industrial products. (08 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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8 **CASE STUDY (compulsory) :**

There was a Government tender for the supply of a MRI machines for a Government hospital. Two companies were short listed. One was ABC Ltd and the other was BEL. While ABC has quoted on the tender for just the supply of MRI machines, BEL has quoted for the entire project including Civil work , Electrical work , Plumbing etc. But price of BEL was 20% higher. In spite of that BEL got the tender.

Questions :

- a. What is the reason for BEL being able to get the order? (04 Marks)
- b. How important is branding in this tender process? (04 Marks)
- c. What strategies should ABC adopt in future tenders to avoid this situation? (04 Marks)
- d. Is tender the best method in Industrial buying process? (04 Marks)
