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18MBAMM305

Third Semester MBA Degree Examination, Jan./Feb. 2021
Business Marketing

Time: 3 hrs.

Max. Marks: 100

Note: 1. Answer any FOUR full questions from Q1 to Q7.
2. Question No.8 is compulsory.

- 1 a. Define Business Marketing. (03 Marks)
b. Differentiate between Business Marketing and Consumer Marketing. (07 Marks)
c. Describe in detail the organizational procurement characteristics. (10 Marks)
- 2 a. What do you understand by Modified Re-Buy and Straight Re-Buy? (03 Marks)
b. Differentiate between B2C and B2B marketing research. (07 Marks)
c. Discuss in detail the factors influencing organizational buyer behavior. (10 Marks)
- 3 a. What are concentrated and Niche Markets. (03 Marks)
b. "STP plays a vital role in business marketing" Justify. (07 Marks)
c. Write a detailed note on the Industrial Product Life cycle along with its strategies. (10 Marks)
- 4 a. What are Channel Conflicts? (03 Marks)
b. Discuss the major cost centers of marketing Logistics. (07 Marks)
c. Describe the factors affecting channel decision. (10 Marks)
- 5 a. What is meant by competitive Bidding? (03 Marks)
b. Explain the promotional strategies implied in business marketing. (07 Marks)
c. Discuss in detail pricing strategies and tactics for new products. (10 Marks)
- 6 a. What is B2B though E-commerce. (03 Marks)
b. Describe the roles of Personal Selling in Industrial Marketing. (07 Marks)
c. Explain the different types of sales force organization in an Industrial Marketing. (10 Marks)
- 7 a. List the steps in planning of sales force deployment. (03 Marks)
b. Discuss the Sheth model of organizational buying behavior. (07 Marks)
c. Discuss the Industrial Marketing Environment in detail with examples. (10 Marks)

8 Case Study : (Compulsory)

There was a government tender for the supply of a boiler for a thermal power plant to be started by NTPC. Two companies out of the companies applied for tender was shortlisted. One was ACCBabcock and the other company was BHEL. It was observed that the ACCBabcock had quoted in the tender for just the supply had quoted in the tender for just the supply of boiler, where as BHEL had quoted for the entire project including civil works, electrical, plumbing works along with the supply of the boiler. The quote price of BHEL was 30% higher to that of ACC Babcock. In spite of the higher price BHEL got the order.

Questions :

- a. What was the theoretical reason for BHEL being able to get the order? (05 Marks)
- b. In industrial buying process, tenders vary on a case to case basis explain. (05 Marks)
- c. How important is branding in industrial marketing. (05 Marks)
- d. What strategies should ACC Babcock adopt in future to avoid such circumstances?(05 Marks)

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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.