



RC-4431-32

**Second Year M.B.A. (Sem. IV) (F.T./Ext.) Examination**  
**April / May – 2010**  
**Industrial Marketing**

Time : 3 Hours]

[Total Marks : 100

RC-4431

**Instructions : (1)**

नीचे दृश्यादिब निशानीवाणी विगतो उत्तरवडी पर अवश्य लभवी.  
Fillup strictly the details of signs on your answer book.

Name of the Examination :  
Second Year M.B.A. (Sem. 4) (F.T./Ext.)

Name of the Subject :  
Industrial Marketing

Subject Code No. : 4 4 3 1 Section No. (1, 2,.....): 1

Seat No. :  
[ ] [ ] [ ] [ ] [ ] [ ]

Student's Signature

- (2) Question No 1 from Section I and Question No 7 and 8 from Section II are **compulsory**.
- (3) Attempt any **two** questions from question no. 2,3,4,5 and 6 in Section I.
- (4) Marks are indicated on the right side of the questions.
- (5) Answer in brief and to the point.

1 Consider an MNC that wants to buy and provide cars to 18 its sales and service personnel at entry level managerial positions. Discuss in detail the procedure they should follow for purchasing the cars. Repeat this procedure for a household wanting to buy a car for its personal use. Compare and contrast the two purchases processes - Industrial and Household.

2 What is the role of personal selling in business 16 marketing strategy? How multiple sales channels including Internet can be integrated to form an Integrated Multi Channel Model to serve customers in various markets more profitably?

- 3** As a luxury resort hotel manager of Nirvana Resorts **16**  
located in Silvassa, how will you use various approaches  
like the Customer benefit concept, Service concept, Service  
offer, and the Service Delivery System for promoting the  
business demand for your resort space? Tuzlon Energy  
Limited, from Daman has approached you for organizing  
their annual Sales Conference at your Resort. Design a  
Service Package for the Company which includes the above  
concepts.
- 4** Compare and explain the Technology Adoption life cycle **16**  
of an Industrial product. Explain and discuss the changes  
in marketing strategy the firm must follow in each stage.
- 5** What is Competitive bidding in Industrial Marketing? **16**  
Explain the various types of bidding and enumerate  
some strategies for Competitive Bidding.
- 6** Identify a firm that has launched a new **16**  
Industrial Product. Assuming you as the head of  
Marketing department explain the entire process  
involved in development of the new product.

## RC-4432

### Instructions : (1)

नीचे दर्शाविए निशानीवाणी विगतो उत्तरवही पर अवश्य लખवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
<input type="text" value="Second Year M.B.A. (Sem. 4) (F.T./Ext.)"/>	<input type="text" value="Student's Signature"/>
Name of the Subject :	
<input type="text" value="Industrial Marketing"/>	
Subject Code No. : <input type="text" value="4"/> <input type="text" value="4"/> <input type="text" value="3"/> <input type="text" value="2"/>	Section No. (1, 2,.....): <input type="text" value="2"/>

- (2) Question No 1 from Section I and Question No 7 and 8 from Section II are **compulsory**.
- (3) Attempt any **two** questions from question no. **2,3,4,5** and **6** in Section I.
- (4) Marks are indicated on the right side of the questions.
- (5) Answer in brief and to the point.

- 7 Write short notes on : (any **three**) **8x3=24**
- (a) Industrial Distributors
  - (b) Supply Chain Management
  - (c) Buying Center
  - (d) Types of Goods and Customers in Industrial Markets
  - (e) Internet Strategy in E Commerce of B2B Markets
- 8 Read the case below and answer the following questions at the end of the case : **2x13=26**

### CASE

#### Small Businesses Represent Huge Opportunity

Large business marketing firms - like IBM, Xerox, and FedEx-can effectively use salespersons to directly serve large customer accounts such as Procter and Gamble, Target, or Bank of America. However, the millions of small businesses that, in aggregate, represent a huge business market opportunity are much more difficult to serve in a cost-efficient way. Small businesses are defined here as those with less than \$25 million in annual sales. A study by Visa USA found that nonpayroll spending by small business exceeds \$4.5 trillion annually and accounts for one-third of all expenditures by U.S. businesses. "These numbers represent how powerful small businesses are in the U.S. and what

a significant opportunity the small-business market represents," observes Dave Costa, vice president of Commercial Solutions at Visa USA.

Creative marketing strategies are required to define and reach this large and diverse market. Take Staples, the office supplies firm, where small businesses account for the bulk of sales through its retail, catalog, and e-commerce sales channels. Staples mails 50 million catalogs a year and features small business employees in its television, print, and radio advertising. The firm conducted extensive research on the way customers shop online and revamped the Web site's layout, look, and functionality. In turn, research demonstrates how the catalog and online channels work together. "We get many more sales online from those customers receiving catalogs," says Brian Light, executive vice president of Staples Business Delivery.

*Discussion Questions :*

- (i) Given the diverse array of firms that fall into the small business category, propose an approach Staples might use to segment this market.
- (ii) Describe how marketing managers at Staples could use your segmentation plan to develop marketing strategies for each of the key market segments you have defined.

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