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## P.E.S. College of Engineering, Mandya - 571 401

(An Autonomous Institution affiliated to VTU, Belagavi)

Third Semester, Master of Business Administration (MBA)

Semester End Examination; Dec - 2017/Jan - 2018

**Industrial Marketing**

Time: 3 hrs

Max. Marks: 100

*Note: Answer all **FOUR** full questions from **PART - A** and **PART - B** (Case Study) is compulsory.*

### PART - A

1 a. What are the major characteristics that distinguish Industrial Marketing from Consumer Marketing? 10

b. Outline the concept of Industrial Marketing. Explain the various motives of Industrial Customers. 10

### OR

2 a. Explain the scope of Industrial Marketing Research. 10

b. How can industrial marketing manager make use of the changing technology to increase the industrial firm market offering? 10

3 a. What are the stages of new product development process? Explain. 10

b. What are the major buying centre roles in an organization? Explain. 10

### OR

4 a. What is Derived Demand? Explain various factors affecting Industrial Demand. 10

b. Discuss how Buying Grid Model is helpful in understanding industrial Buying Behaviors? 10

5 a. What is the role of market segmentation in industrial marketing? 10

b. Explain factors which affect Channel Decision for industrial products. 10

### OR

6 a. Why positioning is difficult in the industrial market? Discuss. 10

b. What strategies you will adopt for various stages of industrial product lifecycle? 10

7 a. What are the factors influencing industrial pricing decision? Explain. 10

b. What are the various sales promotion techniques in industrial goods marketing? Explain. 10

### OR

8 a. Elaborate on the role of personal selling in Industrial marketing, with suitable illustrations. 10

b. What are different tools of Industrial Marketing Control? Explain with suitable example. 10

Contd...2

**PART - B****9. Case Study (Compulsory) :**

The US \$2 billion TVS group had a spare parts distribution business that supplied spare parts to a number of automobile manufactures in India. During the mid-nineties, the company planned to expand its spare parts business. However, the huge potential and opportunities in third party logistics made TVS open its logistics division, TVS Logistics, in 1997.

TVS Logistics (TVS) initially provided the warehousing facility to its clients, but expanded rapidly to provide inbound and outbound logistics to Indian automobile manufacturers such as Ashok Leyland, TVS Suzuki, Mahindra and Mahindra, General Motors, Ford India, etc.

**Questions:**

- a. The TVS group separated its logistics division as a wholly new subsidiary in November 2004 to start a global supply chain. Discuss the reasons behind the step taken by the company. 10
- b. Explain the strategy followed by TVS to set up a full-fledged supply chain in foreign countries. 10

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