



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; Jan. / Feb. - 2021

Industrial Marketing

Time: 3 hrs

Max. Marks: 100

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

Q. No.	Questions PART - A	Marks
1 a.	Discuss the classification of industrial customers with examples.	10
b.	Explain the environmental analysis in industrial marketing in detail.	10
OR		
2 a.	Explain the different buying situations of industrial marketing.	10
b.	Explain buying center and identify the key members of the buying center in buying the organization.	10
3 a.	Describe the target market strategies in the industrial market.	10
b.	Discuss the key differences between consumer and industrial marketing research.	10
OR		
4 a.	Discuss the application of industrial product life cycle theory to marketing strategies.	10
b.	Explain with an example the new product development process of an industrial product.	10
5 a.	Why do industrial marketers use intermediaries? Discuss in detail.	10
b.	Describe the different tasks involved in the physical distribution of the industrial product.	10
OR		
6 a.	Discuss the management of sales forces in detail.	10
b.	Discuss the major steps involved in developing the industrial communication program.	10
7 a.	Discuss the various factors influencing pricing decisions in industrial markets.	10
b.	Discuss the 2-forms of business-to-business marketing through E-commerce.	10
OR		
8 a.	Discuss the new approaches to personal selling in industrial markets.	10
b.	Discuss the different training methods involved in industrial markets.	10

PART - B (Case Study Compulsory)

9. Remsons Shoes

Mr. M. Ramarao inherited a small shoe-manufacturing unit called “Remsons Shoes” from his father. Remsons was supplying shoes to dealers and other branded manufacturers. These shoes were then sold to users under others brand name. Remsons remained unbranded suppliers. There was an intense competition among suppliers and hence profit margins were non-existent.

Ramarao studied the market situation and found out that there was no future for remaining as a supplier. He also found that it was difficult to sell directly without establishing a brand name. It was impossible for Ramarao to spend money on establishing a brand name in the consumer market. He decided to look for other opportunities. He came to know about safety shoes used in industries. Due to new legislation, large companies were forced to provide safety shoes to workers. The big shoe manufacturers were not interested in this market as they considered market small and long procedures required.

Ramarao got some imported samples and manufactured a few shoes using traditional skills. With great difficulty, he found a first industrial customer, a chemical unit. He supplied 1000 pairs to the chemical units. Within six months, there was a major complaint, as the shoes were not withstanding the chemical used. Ramarao investigated the failures and replaced all the shoes though it was a great burden to him. The next lot performed to customer satisfaction.

During the industry interaction, he found out that though companies were buying the shoes, labor union were the real decision makers. He established a good rapport with most industrial unions. He became a member of International safety organization for labor and started India chapter. He involved his own skilled workers as marketing men as union leaders could correlate with them.

Within a short time, Remsons established as a major supplier of industrial safety shoes. Remsons established a low cost after sales service network using the local "Mochi" or shoe repairs. As a secretary of the international safety organization, he kept good relations with industry managers and workers. He took safety as a social cause and conducted awareness campaigns across the industry. He was appointed as a consultant to labor ministry on industrial safety. He found a large market for safety products such as industrial helmets, goggles, earmuffs. He diversified into new products and started offering a total industrial safety solution to industries.

Questions:

- a. Explain the STP for Remsons shoes. 5
- b. As a student of marketing, please explain the innovative marketing strategy followed by Mr. Ramarao with focus on marketing mix. 5
- c. How can Remsons shoes develop competitive advantage in the shoe segment? 5
- d. What improvement in marketing strategy you would like to suggest to Mr. Ramarao for future? 5