



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; February / March - 2022

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 the 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? 10
- b. What are the major buying center roles in an organization? 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 Behaviour. 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? 10
- b. What strategies you will adopt for various stages in industrial product life cycle? 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 the different tools of Industrial Marketing Control? Explain with suitable examples. 10

Contd... 2

PART - B (Case Study Compulsory)

9. 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 co-relate 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, ear muffs. He diversified into new products and started offering a total industrial safety solution to industries.

Questions:

- a. As a student of marketing, please explain the innovative marketing strategy followed by Ramarao with focus on marketing mix. (Segmentation, targeting, positioning). 10
- b. What improvement in marketing strategy, you would like to suggest to Mr. Ramarao for future? 10