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

(An Autonomous Institution affiliated to VTU, Belgaum)

Third Semester, Master of Business Administration (MBA)

Semester End Examination; Dec - 2016/ Jan - 2017

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. Discuss the difference between Industrial and Consumer market. 10
 b. Explain the different phases in Industrial purchasing decision process. 10

OR

- 2 a. What are the micro and macro variables considered for segmentations of Industrial markets? Discuss. 10
 b. Briefly explain industrial product life cycle with suitable example. 10
 3 a. Explain the types of business customers. 10
 b. What are the major cost centres of market logistics? 10

OR

- 4 a. What are the various functions performed by industrial distributors and manufactures representatives? 10
 b. Illustrate the factors influencing industrial pricing strategies. 10
 5 a. What are the different types of sales compensation methods employed by industrial marketers? 10
 b. Briefly explain the industrial selling process. 10

OR

- 6 a. Explain the different types of sales organization structure employed in industrial marketing. 10
 b. Briefly explain the elements of industrial marketing communications mix. 10
 7 a. If you are an industrial marketer, what are the strategies that you adopt in the resolution of a conflict? 10
 b. Illustrate the different areas of industrial sales training. 10

OR

- 8 a. What are the steps involved in developing an effective relationship marketing strategies in industrial marketing? 10
 b. Briefly explain the scope of business marketing research. 10

PART - B**9. Case Study: Schmidt & Co.**

Mite Schmidt was genuinely distressed. What do you mean, we don't know our customers? He asked, looking at his newest employee, his daughter Family. We have been in business for over 20 years of course we know our customers. His company makes products using a plastic injection manufacturing process-products like gas tanks and water tanks that are sold to manufactures, who use the tanks as part of their products.

But, Dad "she argued," you said yourself, you don't know what Ferguson's customers use the generator for, so you really don't know what Ferguson needs. Is one and one-half gallons enough?

Ferguson thinks so, so it must be he replied Ferguson's sales are slipping. Now I am not saying it is because of our gas tanks, but if we don't understand Ferguson's market, we will lose our market. And Ferguson is not the only customer we have with declining sales.

Questions:

- I) i) Do a situation analysis for Schmidt and Co. 10
- ii) What type of product does Schmidt sell?
- II) What should Schmidt do, assuming that Ferguson's situation is typical of Schmidt's other customers? 10

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