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4215

Your Roll No.

MBA (FT)

A

Paper F-3206— BUSINESS MARKETING

Time : 3 hours

Maximum Marks : 70

(Write your Roll No. on the top immediately on receipt of this question paper.)

Attempt any five questions. All questions carry equal marks.

Q.1 (a) What are the major differences between consumer goods and business goods marketing? Illustrate your answers with examples.

(b) What are the various types in which business goods can be classified? Explain with examples.

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Q.2. (a) Briefly explain the importance of understanding of concepts of supplier evaluation and development, from the point of view of industrial marketer.

(b) Philips competes with many of its customers who use 'Philip' components. Discuss the problems and opportunities that are created for both buyer and seller in these complex relationships

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Q.3 Maruti-Suzuki develops "collaborative relationships" with some suppliers and "transactional relationships" with other suppliers. What criteria would purchasing executives use in segmenting suppliers into these two categories? Describe the steps business marketer might take to move the relationships with Maruti-Suzuki from transaction relationship to a more collaborative one.

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Q. 4 With the help of suitable examples, explain the Sheth model of industrial buyer behaviour. What in your opinion are its major limitations?

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Q.5 Some firms follow a single-stage segmentation approach, using macrodimensions; others use both macrodimensions and microdimensions. As a business marketing manager, what factors would you consider in making a choice between two methods?

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Turn over

Q. 6 (a) The promotional strategy to a managerial audience should be different from one targeted to operating engineers. Do you agree? Give reasons.

(b) What personal selling strategy would be most appropriate when dealing with an organizational buyer who is an optimizer? A satisficer?

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Q. 7. Write brief notes on any two of the following:

- a. Supply Chain Management
- b. B2B e-commerce opportunities and challenges
- c. Buy-Grid framework
- d. Selecting the right distributor