

Time : 2.30 hours

Maximum Marks : 50

Roll No -----

Instruction: Students are required to write Roll No on every page of the question paper, writing anything except the Roll No will be treated as **Unfair Means**. In case of rough work please use answer sheet.

Section A

[Total 15 Marks]

[Note:- Attempt any 3 questions out of 1-5. Each carries 5 marks and word limit is 150]

- Que 1. Industrial Marketing involves complex buying decision process as compared to Consumer marketing. Comment.
- Que 2. Discuss Kraljic model.
- Que 3. Discuss the salient features of selling to Government.
- Que 4. Draw buying center model.
- Que 5. Explain 4 D as a major impediment to good listening technique in personal selling.

Section B

[Total 20 Marks]

[Note:- Attempt any 2 questions out of 1-3. Each carries 10 marks and there is a word limit of 300]

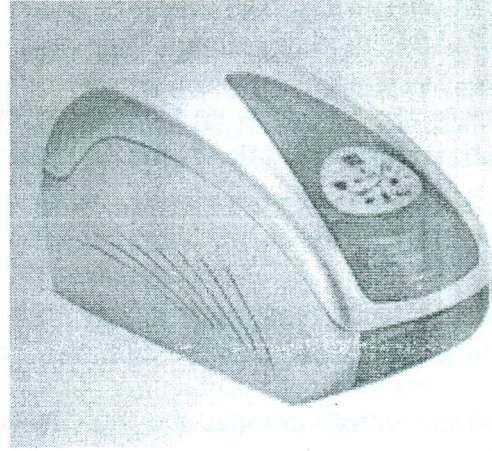
- Que 1. Discuss the process of new product development in Industrial market? How does the strategies of company changes with changing stages of Industrial product life cycle? How does the Industrial PLC different from Consumer product PLC? Give suitable examples.
- Que 2. Discuss various pricing strategies in industrial marketing. Which are the key elements from different stakeholder's point of views while pricing an industrial product? How could one marketer add more value through differential pricing in industrial markets?
- Que 3. Discuss the factors affecting a company's decision on whether to go for a distributor or their own sales team. Discuss the strategies and key performance indicators which companies control to increase their sales in a particular zone/territory (give an example from any commodity industry like steel, cement or engine oil) .

Section C

Case Study [Total 15 Marks] Attempt the following two case lets on the basis of facts provided . Both carries equal marks.

1. A company wishes to launch the following product at the market place.

- Dry Tissue
- Wet Tissue
- Hot Tissue
- Cold Tissue
- Fragrant Tissue
- Combination



This unique tissue dispenser can dispense all kinds of tissues being mentioned above. Please look for a perfect product market combination(PMC) for this product. In order to reach to the PMC having spark for this product , Please answer the following questions:

- a. What are features, advantages and benefits of this product.
- b. Which are the various market segments in which this product could be sold.
- c. Which of the segment to be targeted for having maximum potential and why ?

Que 2 . A company in India is involved in manufacturing high quality grease (lubricant) catering to the requirements of various industrial sectors like automobiles, textile machineries, paper machineries, food processing machineries, aerospace, cement plants, oil drilling sector, heavy earth moving industry etc. During the recession of 2008, the company found that there their company has not been affected much by the the downturn though there was a significant drop in demand at their competitor's level.

The company planned to explore the reason behind and appointed Modern Group (a global market research agency) to identify the factors driving the saies of their lubricants even in those tough times) .

Interestingly the key finding by the Modern group after contacting and surveying all their customer was as follows :

“Most of the customers of this lubricant company purchase it from them because of their deep understanding and rock solid knowledge base about lubricants and grease.”

Now how should this company leverage this survey findings to develop their market promotion strategy as well as pricing strategy to gain a market leader position ?