# MB-123B

Sl.No. : **Total No. of Pages : 3**

# Fourth Semester M.B.A. Degree Examination, June - 2023
## (Non CBCS) (SLM Scheme)
## MANAGEMENT
## Business Marketing (Elective B)

**Time : 3 Hours** **Max. Marks : 80**

### SECTION - A

1. Answer any Five Sub-questions. Each Sub-question carries 3 marks. **[5×3=15]**
   a) What is Industrial Marketing?
   b) What is Business Market Segmentation? Give Example.
   c) Define promotion mix.
   d) What is dual branding?
   e) Define E-procurement. List its advantages.
   f) Who are resellers?
   g) List out the significance of logistics management?

### SECTION - B

Answer any four questions. Each question carries 5 marks. **[4×5=20]**

2. Differentiate between Industrial Marketing and Consumer Marketing.
3. Describe the importance New product development.
4. Explain different steps involved in branding process for creating corporate image.
5. What are the sales promotion tools and elaborate each of them?
6. Explain briefly various types of product Pricing.
7. Explain briefly recent trends in $B_2B$ marketing.

## SECTION - C

Answer any three sub-questions. Each question carries 5 marks. **[3×10=30]**

8. Explain the steps involved in development of strategic plan.

9. Elaborate Product Life Cycle(PLC) theory citing an example for each phase with a neat diagram.

10. Explain in detail various sales promotion strategies adopted by business Organisations in order to increase Sales.

11. Who are the participants (or intermediaries) in business marketing channel? Explain the sources of conflict between them and also propose strategies to resolve conflict.

12. Elaborate the various advertisement techniques for industrial goods.

## SECTION - D

13. Case Study (Compulsory) **[1×15=15]**

### A-One Cement Blocks Pvt. Ltd : Changes in Product Strategy

Mr. Goyal, Director of A-One Cement Blocks Pvt. Ltd., was seriously considering the proposal made by the company's marketing head, Mr. Chatterjee, to make a change in the product strategy, in order to solve the problem of declining profitability.

A-One was one of the largest manufacturers of cement blocks, which were used by the construction industry. A-One was started in 2015, as part of vertical Integration, to support their businesses in the construction industry and the dealership of cement from ACC Ltd.

A-One was known for its superior quality, compared to its competitors. The raw material required for the production of cement blocks included gravel, sand, cement and dust. The A- One had three production units with the objective of minimising transportation costs. The production cycle was 5 days from the date of purchase of raw material, and included the process of mixing, moulding and drying.

The company's profitability was affected due to rising cement prices as well as price war on cement blocks, with increase in competition. According to Mr. Chatterjee. cement block was considered as a commodity and customers purchased the product based on two key factors- Price and relationship. Mr. Chatterjee recommended to Goyal that the company should change the product and pricing strategies from "high quality and high price" to "medium quality and competitive prices". Goyal was reluctant to change the "high-quality image" of the company due to the company's use of "A" grade cement instead of low-prised 'B' and 'C' grade cements used by competitors. Goyal was also considering production of bricks using ash, with a new Technology.

Question.

i. Do you think change in process/product is required? Justify.

ii. What changes in the product strategy would you recommend to Goyal?

