MBSC-4.2B

Sl. No.

IV Semester M.B.A. Degree Examination, May/June - 2026
MANAGEMENT
Elective-B : Marketing
Business Marketing
(CBCS Scheme)

Time : 3 Hours **Maximum Marks : 80**

SECTION - A

Answer any Five questions. Each question carries 5 marks. **(5×5=25)**

1. Differentiate Industrial Marketing with Consumer Marketing.
2. Explain with suitable example how trade shows have impacted the advertising strategy in Industrial marketing.
3. Taking an example of automobile battery, explain the forms of distribution channels a battery manufacture can employ.
4. Discuss the factors influencing the pricing decisions of industrial products.
5. Explain the role of customer relationship management in industrial marketing.
6. Describe the promotional strategies for industrial services.
7. "India is one of the leading industrial startups in the World" in the context of Business Marketing explain few government initiatives supporting the above statement.

SECTION- B

Answer any Four questions. Each question carries 10 marks. **(4×10=40)**

8. Discuss the distribution strategies for industrial goods.
9. Analyse the factors influencing physical distribution decision.
10. Examine the pricing strategies in business marketing.
11. With a suitable example explain the recent trends in B2B marketing.
12. Write a short note on the nature and scope of industrial marketing.
13. Discuss the new product development strategy of Industrial market.

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SECTION- C

14. Case Study (Compulsory) **(1×15=15)**

MPn is a leading industrial steel suppliers in India. In recent years, Company MPn has faced significant challenges in adapting its marketing strategies to the rapidly changing digital landscape. With the rise of social media and online shopping, traditional marketing methods have proven less effective, prompting the company to reevaluate its approach. By leveraging data analytics and engaging with customers through targeted online campaigns, Company MPn aims to enhance brand visibility and customer loyalty. However, the transition has not been without obstacles, including budget constraints and the need for employee training in digital tools.

Questions:

a) What specific digital marketing strategies did Company X implement to address its challenges?

b) How did the use of data analytics influence Company MPn's marketing decisions?

c) In what ways can Company MPn measure the success of its new marketing strategies?