MBSC-4.2B

Sl.No. :

Total No. of Pages : 3

Fourth Semester M.B.A. Degree Examination, October - 2025
(SLM Scheme) (CBCS)
MANAGEMENT
(Elective - B) : Marketing
Business Marketing

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

SECTION - A

Answer any five questions. Each question carries five marks : [5 × 5 = 25]

Q1) Briefly explain the Value Analysis in organizational buying.

Q2) Explain briefly the steps in New Product Development (NPD) in industrial markets.

Q3) Differentiate between product mix and product line in industrial marketing.

Q4) List the factors influencing channel selection in industrial marketing.

Q5) Differentiate between consumer goods and industrial goods.

Q6) Briefly explain strategic planning process in industrial markets.

Q7) Define e-procurement and discuss the challenges associated with it.

SECTION - B

Answer any four questions. Each question carries ten marks. [4 × 10 = 40]

Q8) Explain the buying phases in the process of organizational buying.

Q9) Evaluate the importance of Product Life Cycle (PLC) in industrial strategy formulation.

Q10) What are the different pricing methods used in industrial marketing?Illustrate with examples.

Q11) Examine the role of public relations and branding strategies in industrial promotion.

Q12) Explain the different distribution channel structures in industrial goods marketing.

Q13) Discuss the role of technology in buying and advertising in the modern industrial marketing environment.

SECTION - C

Q14) **Case (Compulsory)** **[1 × 15 = 15]**

IndusChem Solutions Ltd. is a leading supplier of speciality chemicals used in the pharmaceutical, textile, and construction industries. Established in 1995, the company has grown steadily due to strong client relationships and consistent product quality. However, in the last few years, IndusChem has encountered serious marketing and strategic hurdles in its B2B operations. One of the major problems is the increasing bargaining power of buyers. Large pharmaceutical companies, which account for 40% of IndusChem's revenue, now demand bulk discounts, longer credit periods, and just-in-time delivery. This has put significant strain on IndusChem's cash flow. Secondly, the organizational buying behaviour of clients has shifted. Purchase decisions now involve mutliple stakeholders - R&D scientists, production heads, quality auditors, and finance managers - each with different priorities. While scientists prefer innovative and high-quality inputs, finance managers

prioritize cost-cutting. This makes negotiations longer and more complex. Thirdly, IndusChem's product portfolio is aging. Many competitors have launched eco-friendly and sustainable chemical solutions, while IndusChem continues to rely on its older formulations. As environmental regulations tighten, the company risks losing contracts if it fails to innovate. On the distribution side, Induschem operates through a handful of authorized distributors. However, delays in delivery and frequent stockouts have caused customer dissatisfaction. Competitors with stronger logistics networks are entering IndusChem's territories. Moreover, the company has very limited branding and promotional activities, restricting its visibility in emerging markets. But limited budgets and intense competition mean IndusChem must choose wisely where to invest first.

Questions:

a) Identify the major industrial marketing problems faced by IndusChem.

b) How should IndusChem address the challenges of changing organizational buying behaviour?

c) Suggest strategies that would ensure both short-term survival and long-term competitiveness.

