



**SB-4086**

**M.B.A. (Sem. IV) (FT) & (EVE) (ATKT) Examination**  
**March/April – 2011**

**OMK-401 : Industrial Marketing**  
**(Old Course)**

Time : 3 Hours]

[Total Marks : 100

**Instructions :**

(1)

नीचे दर्शाविए निशान्चिवाणी विगतो उत्तरवडी पर अवश्य लखवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="checkbox"/> M.B.A. (Sem. 4) (FT) & (EVE) (ATKT)	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="checkbox"/> OMK-401 : Industrial Marketing (Old)	<input type="text"/>
Subject Code No. : <input type="text"/> 4 <input type="text"/> 0 <input type="text"/> 8 <input type="text"/> 6	Section No. (1, 2,.....): <input type="text"/> 1&2
	Student's Signature

- (2) Question No. 1 from Section I and Question No. 8 from Section II are compulsory.
- (3) Attempt any two questions from question no. 2,3,4,5 and 6 from Section I
- (4) Marks are indicated on the right hand side of the question.
- (5) Answer in brief and to the point.

**SECTION - I**

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|---|--|----|
| 1 | Discuss and explain in detail the types of goods and consumers in Industrial Marketing.                | 18 |
| 2 | List and explain the various types of Products in Industrial Marketing with relevant examples of each. | 16 |
| 3 | Explain some bases of Segmentation for markets in Industrial Marketing.                                | 16 |
| 4 | Discuss the role of Industrial Distributors in Industrial Marketing Strategy.                          | 16 |

- 5 List and explain the various pricing strategies used in Industrial Marketing. 16
- 6 Write a note on Industrial Services. 16

## SECTION - II

- 7 Write short notes on any two : 10×2=20
- (i) Trade Shows
  - (ii) Buying Centre
  - (iii) E commerce strategies in Industrial Marketing
  - (iv) Strategies for Personal Selling
- 8 Read the case below and answer the questions at the end of the case : 10×3=30

CASE :

Hewlett-Packard : A Channel Strategy Dilemma.

Before Hewlett-Packard Company and Compaq Computer merged, each firm had developed long-term relationships with a separate set of dealers and distributors. For example, in a given metropolitan area, one distributor worked closely with Compaq while another distributor enjoyed a partnership with Hewlett-Packard. In competing for small and medium-sized business customers, these distributors would routinely face off in a battle in which one forcefully represented H-P and the other Compaq. As Compaq becomes fully integrated into H-P, how will these crucial channel relationships be managed ?

Meanwhile, as the long-standing leader in direct sales to customers by telephone and the Internet, Dell continues to boost its market share in the personal computer business. Indeed, some suggest that H-P must reduce its reliance on distributors and emphasize a direct sales model if it ever hopes to match the cost-efficiencies that Dell enjoys. However, such a strategy would severely damage channel relations. A major distributor for H-P agrees : "If H-P bypasses distributors, you're going to see other vendors like IBM step up big time....And you will see resellers like myself push more IBM product."

Discussion questions :

- (i) Because H-P had working relationships with some distributors and Compaq with others, what steps should H-P take in developing an integrated channel strategy after the merger? **10**
  - (ii) Given the overlap that might exist in some regions, what criteria should H-P use in choosing between one distributor versus another ? **10**
  - (iii) Should H-P bypass distributors and adopt a direct sales model like Dell ? Discuss the potential benefits and risks. **10**
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