

2010

INDUSTRIAL AND SERVICES MARKETING

SIXTH PAPER

Full Marks : 100

Time : 3 hours

*The figures in the margin indicate full marks  
for the questions*

1. Answer any five questions from the following : 5×5=25
- (a) What do you understand by Joint Demand and Derived Demand in the Industrial Marketing context?
  - (b) Mention five channel arrangements through which industrial goods reach industrial customers.
  - (c) Mention five conditions favouring the penetration pricing strategy.
  - (d) Service quality is multi-dimensional. Do you agree? Give reasons.
  - (e) What is a service blueprint?

- (f) Describe the non-monetary costs involved in the following services :  
getting an automobile loan and attending an executive education class
- (g) What should be the areas of training for the industrial sales-force?

2. Answer any *three* questions from the following : 10×3=30

- (a) Describe the characteristics of industrial markets.
- (b) What is franchising? Discuss the benefits of franchising to the franchiser and the franchisee.
- (c) Personnel from manufacturing, marketing engineering are involved at various phases in the industrial purchasing decisions process with difference in their expectations regarding alternative suppliers. Discuss the reasons for this difference.
- (d) Discuss the sources for new product ideas.
- (e) Discuss the classification scheme for services which is based on the nature of the Service Act. Also point out the implications of such a type of classification.

3. Answer any *three* from the following :  $15 \times 3 = 45$

- (a) Discuss the two frameworks which could be useful in addressing the challenges of service marketing.
- (b) List out the factors that motivate key buying influencers (in an industrial buying context) in the (i) manufacturing department, (ii) accounting department and (iii) quality control department while selecting suppliers.
- (c) Discuss the strategies that an organisation must use to build a customer-oriented workforce who are willing and able to serve customers.
- (d) Discuss the strategies for matching capacity and demand in the service marketing context.
- (e) Elaborate on the role of industrial advertising.

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