

Questions:

- (a) What are the benefits of SFA in industrial marketing?
- (b) Why might sales teams resist SFA tools, and how can this be addressed?
- (c) How can TechZone improve SFA adoption and effectiveness?

MBMM 3003 R

M.B.A. DEGREE EXAMINATION, MAY 2026.

Third Semester

Marketing Management

INDUSTRIAL MARKETING

(2023 Regulation)

Time : Three hours

Maximum : 75 marks

PART A — (5 × 4 = 20 marks)

Answer any FIVE questions.

1. Outline the different types of industrial markets, and how are they categorized.
2. Enumerate the Marketing Information System in strategic decision-making.
3. List the elements influencing pricing decisions in industrial marketing.
4. What challenges are commonly faced in physical distribution decisions within industrial markets?
5. Examine the effectiveness of various promotional strategies in Industrial marketing.

6. Why do industrial buyers exhibit a more complex decision-making process than individual consumers?

7. How does Industrial Product Management contribute to maintaining product competitiveness?

8. Discuss the importance of Marketing research in Industrial marketing.

PART B — ($5 \times 8 = 40$ marks)

Answer any FIVE questions.

9. Discuss the key factors influencing industrial buyer behavior. How can understanding these factors improve B2B marketing outcomes?

10. Examine how segmentation, targeting, and positioning (STP) work together to build an Industrial marketing strategy.

11. Examine how lifecycle management of industrial products helps in maintaining market competitiveness.

12. Explain the importance of physical distribution decisions in industrial marketing.

13. Assess the effectiveness of different promotional tools used to market industrial goods and services.

14. What factors should be considered when formulating a distribution channel strategy for industrial products? Provide examples of different channel structures.

15. Compare and contrast cost-based, competition-based, and value-based pricing strategies in B2B contexts.

16. What are the key challenges faced during the introduction of a new industrial product, and how can they be addressed?

PART C — ($1 \times 15 = 15$ marks)

Answer the following:

17. Case study: (Compulsory) Techzone Automation — Sales Force Automation (SFA) Challenges

TechZone implemented a Sales Force Automation (SFA) tool to increase efficiency and transparency in its sales process. However, many sales reps are reluctant to use the system, citing it as time-consuming and not user-friendly.