

CIBB 03

mg (MKT)
01/11/07

Roll No.

Total No. of Printed Pages: 2

Total No. of Questions: 9

Maximum Marks: 100

Duration (hrs.): 3hrs.

Instructions:

1. Answer any three questions from section A and any two questions from section B.
2. Answer in all five questions.
3. Each question carries equal marks.

SECTION A

1. State in detail the difference between Industrial Marketing and Consumer Marketing.
2. (a) How can a marketer for a chain of health clubs use the VALS segmentation profiles to develop an advertising campaign? Which segments should be targeted? How should the health club be positioned to each of these segments?

(b) Why are consumers' needs and goals constantly changing? What factors influence the formation of new goals?
3. Which of the five stages of the traditional family life cycle constitute the most lucrative segment(s) for the following products and services:
 - Telephone party lines,
 - A Club Med vacation,
 - Domino's pizza,
 - Compact disc players,
 - Mutual funds, and
 - Motor homes.Explain your answers.
4. For each of the following products and activities:
 - (a) Identify the core values most relevant to their purchase and use.
 - (b) Determine whether these values encourage or discourage use or ownership.
 - (c) Determine whether these core values are shifting and, if so, in what direction.

The products and activities are:

1. Donating money to charities
2. Donating blood
3. Compact disk players
4. Telephone answering machines

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5. Toothpaste
6. Diet soft drinks
7. Foreign travel
8. Suntan lotion
9. Cellular phones
10. Interactive TV home-shopping services
11. Fat-free foods
12. Products in recyclable packaging

5. (a) Describe how a manufacturer might use knowledge of the following product characteristics to speed up the acceptance of pocket-sized cellular telephones:
- Relative advantage
 - Compatibility
 - Complexity
 - Trialability
 - Observability

(b) Toshiba has introduced an ultraslim laptop computer that weighs about two pounds, has a color screen, and has a powerful processor into which a full-size desktop screen and keyboard can be easily plugged. How can the company use the diffusion-of-innovations framework to develop promotional, pricing, and distribution strategies targeted to the following adopter categories?

- Innovators
- Early adopters
- Early majority
- Late majority
- Laggards

SECTION B

1. What are the relevant external environment factors for a large diesel generator marketer? What would happen if the industrial marketer does not monitor these environmental factors on a continuous basis?
2. If you are marketing textile machinery to a large textile mill, who could be the members of buying centre and what role each member may play in buying-decision making?
3. For what types of marketing decisions, conducting industrial marketing research studies would be useful and why?
4. If you are the head of marketing of an industrial marketing firm and would like to develop new marketing channels for new products, what procedure would you follow?