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Reg. No. :

Name :

IV Semester M.B.A. (Part Time) Degree Examination, July 2009
(2006 Scheme)
INDUSTRIAL AND SERVICE MARKETING

Time : 3 Hours

Max. Marks : 60

PART – A

Write short answers on **any five** questions. **Each** question carries **three** marks.
(5×3=15 Marks)

1. Brief the recent trends in the Service Sector in India.
2. What is meant by exciting attributes ?
3. Define Total Quality Management.
4. What is 'Service Theatre' ?
5. How service development is possible ?
6. Explain any two methods of pricing services.
7. Explain the nature of industrial buying behaviour.
8. State any three industrial buying situations.

PART – B

Answer **any three** questions elaborately. **Each** question carries **ten** marks. **(3×10=30 Marks)**

9. Discuss the methods of measuring consumer satisfaction.
10. Explain the scope of services.
11. Bring out the role of technology in services.
12. Discuss the role of integrated marketing with suitable examples.
13. Industrial marketing Vs Consumer marketing.

P.T.O.



PART – C

Read the following case carefully and answer the questions at the end.

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Toll Manufacturing Co. made and sold sterling silver since the company's founding in 1890. Leonard Florence was the Chairman. Toll's solid financial position allowed Mr. Florence to borrow for the acquisitions that have changed it from merely a silver manufacturer to a giftware concern selling China crystal, cutlery and silk flowers. With diversification came 3 fold increase in sales over a period of just 3 years. The sales turnover in the next two years was expected to rise at the rate of 20 percent.

Mr. Florence firmly believed that middle class housewives want to live like rich, well to do wives. With this conviction, he began mass merchandising of silver to the general public. Competitors constantly claim that Toll's products are shoddy – that plating on the hollow-ware is thin and the polishing and welding crude. However, general public desiring to enjoy silverware is not interested in a 100-year life. If they can afford it and use it for a few years that is all they can care for. So Toll's sales kept on growing.

Tolls also used a policy of deep discounting of sterling silver. Recent advertisements offered silver at a 60% suggested discount with a free microwave oven with a purchase of an entire set of silverware. The rest of the industry decried the practice and grudgingly followed Toll's footsteps.

Questions :

- 1) "Tolls marketing strategy was more a play on people's psychology". What is your opinion and evaluation ?
- 2) Tolls used deep discounting i.e, it suggested a retail price of \$630 for a four piece setting of luncheon sterling to be at a sale price of \$252 while the net cost to the dealer was \$60 per piece. Do you agree with such practice ? Support your answer.
