62226

III Semester M.B.A. (Day & Evening) Degree Examination
April/May-2026
MANAGEMENT
Business And Social Marketing
(CBCS Scheme 2019)
Paper : 3.3.2

ACHARYA INSTITUTE OF GRADUATE STUDIES
LIBRARY
Date:
BANGALORE-107

Time : 3 Hours Maximum Marks : 70

SECTION - A

Answer any **Five** of the following questions. Each question carries **5** marks. **(5×5=25)**

1. Compare and critically examine Business marketing and Consumer Marketing in terms of demand characteristics and buying behaviour.
2. Explain the Webster and Wind Model and evaluate its relevance in contemporary B2B markets.
3. Analyze the importance of value-based segmentation in Business markets with suitable examples.
4. Examine the role of learning curve and competitive bidding in industrial pricing decisions.
5. Critically analyze the Buying Centre concept and explain how interpersonal dynamics affect B2B decision-making.
6. Explain the steps in developing an effective social marketing campaign with public health in focus.
7. Discuss the ethical and managerial challenges in implementing social marketing programmes in developing economies.

SECTION - B

Answer any **Three** of the following questions. Each question carries **10** marks.
(3×10=30)

8. Describe the organizational Buying process and critically analyze the interpersonal dynamics of the Buying Centre. Illustrate with an industrial example.
9. Develop a comprehensive Product and Brand Strategy for an industrial product at different stages of the Industrial Product Life Cycle.

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10. Evaluate pricing methods and promotional strategies used in B2B markets. Recommend suitable strategies for a technology-driven industrial firm.

11. Design a Social Marketing Plan for addressing obesity among urban youth. Justify your decisions regarding the marketing mix.

SECTION - C

12. **Compulsory Case Study:** **(1×15=15)**

Larsen and Toubro (L&T), a leading Indian engineering and construction company, operates primarily in the B2B segment, serving government bodies and large corporations. In metro rail and smart city projects, L &T does not merely bid on price but positions itself as a total solutions provider offering design, engineering, procurement, and project management expertise.

The organizational buying process involves multiple stakeholders such as government officials, technical consultants, financial evaluators, and regulatory authorities. L&T manages this complex buying centre by conducting technical presentations, demonstrating past project credentials and highlighting life cycle cost advantages.

It's pricing strategy is competitive bidding-based, supported by strong technical documentation and value justification. Relationship management, credibility, and timely project execution form the core of its business marketing strategy, enabling L&T to secure long-term infrastructure contracts.

Questions:

a) Critically analyze the type of buying situation in large infrastructure contracts. How does it influence L&T's marketing strategy?

b) Map the Buying Centre for a metro rail project and evaluate how L&T should tailor its communication strategy for each member.

c) Design a relationship marketing and key account management strategy for L&T to secure repeat government contracts.
