

## Bài tập 03: Thị trường Công nghiệp và Môi trường Kinh doanh

Q1: *Can a customer be classified as an OEM as well as a user customer? Explain with an example.*

Q2: *What distribution strategy should be followed by a company, which is marketing tyres to OEM customers and replacement markets and why?*

Q3: *A major electrical equipment (like power transformer and switch-gear) manufacturer tried to have collaborative relationship with high business potential government organizations like state electrical boards. What are the possibilities of success of this strategy? Explain the reasons.*

Q4: *How should India's SMEs, which contribute 70 per cent of the total industrial pollution, not only create jobs and profits, but also protect natural environment?*

Q5: *What are the relevant macro-environmental factors for a major IT firm like Infosys? What would happen if the firm stops monitoring these macro-environmental factors on the continuous basis?*

Q6: *Discuss: "Why should a business marketer classify industrial products and customers?"*