

2008

M B A

4th Semester Examination

INDUSTRIAL MARKETING

PAPER—M401 & F405

Full Marks : 100

Time : 3 Hours

The figures in the right-hand margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

Illustrate the answers wherever necessary.

Write the answers to Questions of each Half in separate books.

First Half

(Marks : 50)

1. Answer any four questions : 5×4
- (a) Briefly describe Industrial Marketing decision making process.
 - (b) How does the government influence industry's marketing environment ?
 - (c) Write a short note on Industrial Customers.
 - (d) Define Marketing Research. What are its various steps ?
 - (e) Explain the impact of internet on Industrial Marketing.
 - (f) What is Industrial Purchasing ? Elaborate the concept.

(Turn Over)

2. Answer any *two* questions : 10×2
- (a) What are the differences between Industrial Marketing and Consumer Marketing.
 - (b) Describe the models of Industrial Buying Behaviour.
 - (c) Classify Industrial Products. Give examples of each type of products.

[*Internal Assessment : 10 marks*]

Second Half
(Marks : 50)

3. Answer any *four* questions : 5×4
- (a) What is a patterned or structured interview?
 - (b) How inventory management has an impact on a firm's ability to serve customers well?
 - (c) How do 'exchange rate' and 'balance of trade' influence the marketing of industrial products in a foreign country?
 - (d) What are the objectives of advertising?
 - (e) How do distributors serve both buyers and sellers?
 - (f) Write a short note on MBO.
4. Answer any *two* questions : 10×2
- (a) What are the different factors that influence pricing strategy? Discuss briefly.
 - (b) How are the conventional marketing strategies adapted for international marketing?
 - (c) Salespeople must be provided with the necessary training if they are to perform at their full potential. What are the different areas in which training is imparted to the salespeople? Discuss these in brief.

[*Internal Assessment : 10 marks*]