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MBA/IVS/M-401/13

2013

**MASTER OF BUSINESS ADMINISTRATION**

[Fourth Semester Examination]

**INDUSTRIAL MARKETING**

(Specialisation : *Marketing Management* )

PAPER – M-401

*Full Marks* : 100

*Time* : 3 hours

*The figures in the right-hand margin indicate 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]

( *Turn Over* )

1. Answer any *four* of the following :  $5 \times 4$

( *a* ) What do you mean by industrial product ?  
Mention different types of industrial product  
with example.  $2 + 3$

( *b* ) Highlight the salient features of industrial  
customer with suitable example. 5

( *c* ) Who are the major participants in the  
buyer-seller interface level of industrial  
marketing environment ? 5

( *d* ) Positioning in the industrial market is more  
difficult than in the consumer market—  
explain. 5

( *e* ) Mention stages of PLC of an industrial  
product along with two characteristics  
under each phase. 5

( *f* ) Write a note on "Buying Committee". 5

2. Answer any *two* of the following :  $10 \times 2$

( *a* ) Briefly discuss the variables relevant for  
industrial market segmentation.

( 3 )

- (b) Explain with example various strategies that are adopted by the industrial marketers for managing industrial marketing environment.
- (c) What is joint decision making ? Schematically explain the conflict resolution strategies in joint decision making process.

[ *Internal Assessment – 10 Marks* ]

### SECOND HALF

[ *Marks : 50* ]

3. Answer any *four* questions of the following : 5 × 4
- (a) Which factors do influence the pricing strategy ?
  - (b) State the role of logistics in Industrial marketing.
  - (c) In case of industrial marketing what could be the areas of sales training ?
  - (d) Write a short note on Competitive Bidding.

( 4 )

(e) Mention the factors influencing distribution strategies of an industrial product.

(f) How is promotional budget in industrial marketing determined ?

4. Answer any *two* questions of the following : 10 × 2

(a) Discuss different styles of B2B Communications.

(b) State the importance of customer service in Industrial marketing.

(c) Explain the role of advertising and personal selling in industrial marketing.

[ *Internal Assessment* – 10 Marks ]