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2016

M B A

4th Semester Examination

Subject : INDUSTRIAL MARKETING

(Specialization : Marketing Management)

PAPER—M-401

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 : 4×5

(a) How is industrial marketing different from consumer marketing ?

(Turn Over)

- (b) "Assessing market opportunities is the key to the formulation of industrial marketing? Comment.
- (c) Describe important Industrial marketing decisions, with suitable illustrations.
- (d) How will you identify markets for Industrial products? Elaborate with suitable example.
- (e) Highlight the importance of Product Design in Industrial Marketing, with example.
- (f) Write notes on :
 - (i) Target Marketing ;
 - (ii) Channel Logistics.

2. Answer any *two* questions : 2×10

- (a) Outline the concept of Industrial Marketing. Explain the various motives of industrial customers.
- (b) What bases of segmentation you would recommend to segment the industrial markets with suitable illustrations.
- (c) What is branding? State the factors that influence branding of industrial product.

[Internal Assessment : 10 Marks]

(Second Half)

(Marks : 50)

3. Answer any four questions :

4×5

- (a) What is price negotiation? Explain with suitable example.
- (b) Explain salient features of different media commonly used of Industrial advertising.
- (c) Schematically explain the concept of Break even pricing strategy.
- (d) How do you select the sales people for industrial product marketing?
- (e) Why is a customer service important in industrial marketing?
- (f) Write a note on competitive bidding.

4. Answer any *two* questions : 2×10
- (a) What bases of segmentation you would recommend to segment the industrial markets with suitable illustrations.
 - (b) Explain characteristic features of a good channel strategy in Industrial marketing.
 - (c) What are various sales promotional tools normally used in Industrial Marketing? Elaborate.

[Internal Assessment : 10 Marks]
