

2012

**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]**

1. Answer any *four* of the following : 5 × 4

- (a) How industrial marketing is different from consumer marketing.
- (b) Describe in brief the different types of organisational buying situation.
- (c) Discuss with hypothetical example the importance of governmental influence on industrial marketing.
- (d) Explain with example the different stages of PLC with reference to industrial product.
- (e) Briefly discuss the concept of 'Bull Whip Effect'.
- (f) Write a short note on 'Organisational buying center'.

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

- (a) Describe in brief with example different types of industrial market segmentation variables. 10
- (b) State the major problems faced by industrial service marketers and suggest some marketing strategies to reduce these problems. 5 + 5

- (c) (i) What are the forces that affect organisational buying behaviour?
- (ii) Explain elaborately the impact of 'Organisational Forces' that affect organisational buying behaviour. 4 + 6

[Internal Assessment – 10 Marks]

### SECOND HALF

[Marks : 50]

3. Answer any *four* questions of the following: 5 × 4
- (a) Discuss the types of price negotiation strategies used in industrial market.
- (b) Discuss the role of Advertising in Industrial marketing with example.
- (c) What are the different types of new channels available in marketing industrial product?
- (d) Discuss ROI pricing with example.

- (e) Why do firms use 'On-line-seminars' for marketing their industrial products?
- (f) What are the necessary things are to be considered before developing a media plan.

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

- (a) Discuss the steps which are used by the industrial marketer in selecting and recruiting industrial sales people. 10
- (b) (i) Discuss the two different types of negotiation situations and their effective approaches.
- (ii) State the process of competitive bidding. 4 + 6
- (c) Discuss how the conventional marketing strategies differ as a firm enters the international marketing environment. 10

**[Internal Assessment – 10 Marks ]**

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