

- (b) What are the parameters that you will take into consideration for a successful sales force management?
- (c) Discuss various forms of International market entry.

[Internal Assessment : 10 Marks]

(Marks : 50)

3. Answer any *four* questions : 4×5

- (a) State the factors to be kept in mind while deciding pricing of an industrial product.
- (b) Discuss various types of competitive bidding in industrial marketing.
- (c) What are the parameters that you will keep in mind while designing channel for your industrial product ?
- (d) Enumerate the role of advertising in Industrial marketing.
- (e) Discuss the advantages of using samples as a promotional tool for industrial products.
- (f) Write a short note on 'leasing'.

4. Answer any *two* questions : 2×10

- (a) Explain the various methods of industrial product pricing.

- (c) Explain with example the roles of buying center.
 - (d) Mention the major point of difference between Industrial marketing and consumer marketing.
 - (e) Narrate the roles of 'Marketing Information System' in industrial marketing.
 - (f) Write a short note on 'Joint decision'.
2. Answer any *two* of the following : 2×10
- (a) What is segmentation? What bases would you recommend for segmentation of the industrial markets and why? 2+8
 - (b) Why does supplier select a crucial task in industrial marketing? What are the factors that you would consider in supplier selection process? 5+5
 - (c) Enumerate the major influences on industrial buying behaviour.

[Internal Assessment : 10 Marks]

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(Second Half)

2015

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) State the concept of industrial marketing with suitable example.
- (b) Narrate the key characteristics of organisational buying behaviour.

(Turn Over)