

Roll No.

MS–509/MM–2204

Industrial Marketing

Master of Business Administration/
P.G. Diploma in Marketing Management
(MBA-10/12/13/16/17/PGDMM-10/16/17)

Examination, 2018

Time : 3 Hours

Max. Marks : 80

Note : This paper is of **eighty (80)** marks containing **three (03)** Sections A, B, C. Attempt the questions contained in these Sections according to the detailed instructions given therein.

Section–A

(Long Answer Type Questions)

Note : Section ‘A’ contains four (04) long answer type questions of nineteen (19) marks each. Learners are required to answer *two* (02) questions only.

1. How are industrial markets different from consumer markets ?
2. What are the various stages witnessed in the Industrial Buying Process ?
3. Write in detail about Industrial Product Planning and Development.
4. How is Industrial Marketing Research conducted ? Explain in detail.

(B-41) P. T. O.

Section-B**(Short Answer Type Questions)**

Note : Section 'B' contains eight (08) short answer type questions of eight (08) marks each. Learners are required to answer *four* (04) questions only.

1. Comment on Industrial marketing landscape in India.
2. What are the various segmentation variables used in Industrial Marketing ?
3. What is Industrial Marketing planning ?
4. Enumerate the factors which determine the pricing of industrial products ?
5. What are the peculiarities of industrial marketing ? Elucidate with corporate examples.
6. Is study of Industrial Marketing relevant to a student of business administration ? Comment.
7. What are the various sales promotion tools used in Industrial Marketing ? Elaborate with examples.
8. Quote example of a successful industrial marketer and explain what can be learned from it.

Section-C**(Objective Type Questions)**

Note : Section 'C' contains ten (10) objective type questions of one (1) mark each. All the questions of this Section are compulsory.

Choose the correct option :

1. What is a feature of Industrial Markets ?
 - (a) Professional Purchase
 - (b) High Volume Purchase
 - (c) Geographically Concentrated Buyers
 - (d) All of these

2. The steel bar requirements of Maruti Suzuki ultimately depend on the demand for its cars in the market. Hence, Maruti Suzuki's demand of steel bars is :
- (a) Dependent Demand
 - (b) Final Demand
 - (c) Derived Demand
 - (d) None of these
3. Which of the following is a type of buying situation witnessed by industrial buyers ?
- (a) Straight Rebuy
 - (b) New Task
 - (c) Modified Rebuy
 - (d) All of these
4. Which of these is a brand which predominantly targets industrial buyers ?
- (a) Microsoft
 - (b) Tata Nano
 - (c) Dabur Lal Oil
 - (d) UOU
5. The CEO of a firm buying industrial robots from a supplier has most likely assumed the role of :
- (a) User
 - (b) Gatekeeper
 - (c) Approver
 - (d) All of these

6. Many Char-Dham tour operators provide all the facilities to the tourists using their service—they arrange buses and taxis, book hotel rooms and also arrange guides for sightseeing. Thus, the tour operators can be said to be engaged in :
- (a) Systems Selling
 - (b) End to End Service
 - (c) Customer satisfaction
 - (d) All of these
7. PepsiCo, P & G and Coca-Cola combine their purchases to increase their bargaining power and obtain bulk discounts from the raw material suppliers. This collaboration is called :
- (a) Buying Alliance
 - (b) End to End Service
 - (c) Customer Satisfaction
 - (d) All of these
8. The document that outlines a seller's expertise and experience as well as the attributes of the product sold by him in detail is called :
- (a) Technical Bid
 - (b) Financial Bid
 - (c) Both (a) and (b)
 - (d) None of these

9. The stage in the buying process in which the buyer invites the prospective suppliers to bid for the supply contract is called :
- (a) Proposal Solicitation
 - (b) Need Recognition
 - (c) Need Specification
 - (d) None of these
10. An industrial marketer would most likely advertise his products in :
- (a) Magazines
 - (b) Newspapers
 - (c) Trade Journals
 - (d) TV