

(2½ Hours)

[Total Marks: 75]

Note: i) All questions are compulsory with internal choice

ii) Figures to the right indicate full marks

Q.1. a) Multiple choice questions (Any 8) (08)

- 1) _____ is a part of product research.
(Test marketing, Media decision, pricing policies)
- 2) _____ is done on the basis income level.
(Benefit segmentation, geographic segmentation, psychographic segmentation)
- 3) Positioning by _____ refers to the benefits, features of the offerings.
(Levels, reach, attributes)
- 4) _____ is one of the important factors of the product policy
(natural product, service product, durable goods)
- 5) _____ is one of the example of direct channel.
(Advertising, Tele-marketing, Sales promotion)
- 6) Business networking is all about interacting with people and engaging them for _____ benefit.
(Individual, Company, Mutual)
- 7) _____ is B2B or B2C purchase and sale of supplies on Internet.
(E-procurement, E-ordering, E-auctioning)
- 8) EPO stands for _____ order.
(Electronic Paying, Electronic Purchase, Electronic Performing)
- 9) _____ are the members who control the flow of information between a source and information.
(Vendor, Supplier, Gate keeper)
- 10) Industrial channels are usually _____ than consumer channels.
(Longer, Broader, Shorter)

Q.1. b) Match the columns (Any 7) (07)

	Column A		Column B
1.	Vendor Rating	a.	Promotional Tool
2.	Post - Evaluation	b.	Commercial Transactions
3.	Market Research	c.	End consumer
4.	Target market	d.	Prepaid account
5.	Advertising response	e.	Supporting market activities
6.	Industrial material	f.	Intermediary action
7.	Prospecting	g.	After Purchase
8.	One level marketing	h.	Direct
9.	E-wallet	i.	Vendor Evaluation
10.	E-procurement	j.	Raw

Q.2. Define Industrial Marketing. Classify the Industrial Products (15)

OR

Q.2. a) Explain the Three levels of Industrial Marketing Environment (08)

b) What is Vendor analysis? State the criteria for selecting the vendor (07)

- Q.3.** a) What is Market Research? State the importance of market research (08)
b) Explain the approaches for selecting the target market (07)
OR
- Q.3.** What is Product Positioning? Elaborate the product positioning strategies (15)
- Q.4.** a) Explain the role of advertising in B2B market (08)
b) Discuss the industrial marketing channels (07)
OR
- Q.4** c) State & explain the types of Advertising (08)
d) Illustrate Product classification (07)
- Q.5.** What is E-Commerce? Explain the forms of B2B E-commerce (15)
OR
- Q.5.** Write Short Notes on: (Any 3) (15)
a) Sales Promotion
b) Business Networking
c) Personal Selling
d) E-Payments
e) Industrial Marketing Communication