

Duration: 2 1/2 Hrs.

Marks: 75

Note: 1. Q.1. is compulsory

2. Q.2. to Q.5 are compulsory with internal choice

3. Figures to the right indicate full marks

Q.1. a) Choose the correct options (Any 8)

(08)

- 1) Industrial marketing is the marketing of _____ goods and services to industrial users
 - a. industrial
 - b. durable
 - c. perishable
 - d. Consumable
- 2) The _____ of industrial buyers are influenced by many factors.
 - a. buying decisions
 - b. selling decisions
 - c. procurement decisions
 - d. pricing decisions
- 3) _____ is part of industrial goods
 - a. Banking
 - b. insurance
 - c. material parts
 - d. None of the above
- 4) Advertisements in Industrial market is focused on _____
 - a. product application & benefits
 - b. needs of customers
 - c. trends
 - d. type of market
- 5) _____ sending request for information and prices to supplies and receiving the responses using internet.
 - a. E-Tendering
 - b. E-commerce
 - c. E- auction
 - d. E-procurement
- 6) If the company has large capital then revenue is also _____
 - a. constant
 - b. less
 - c. large
 - d. zero
- 7) _____ is part of product research
 - a. Test marketing
 - b. Pricing policies
 - c. Media decision
 - d.
- 8) The demands for industrial goods & services are _____.
 - a. Increasing
 - b. Decreasing
 - c. fluctuating
 - d. constant
- 9) _____ analysis can be defined as the assessment of weaknesses & strengths of prospective & current suppliers
 - a. Vendor
 - b. Value
 - c. Future
 - d. costs
- 10) Using _____ approach an organization directs marketing efforts towards a single market segment through a single marketing mix.
 - a. Concentrated
 - b. unique
 - c. Undifferentiated
 - d. differentiated

Q.1. b) Match the Following (Any 7)

(07)

	Column A		Column B
1.	Direct Channel	a.	Studies Competitors
2.	Segmentation	b.	Influencer
3.	E- Procurement	c.	End Consumer
4.	Product positioning	d.	Image building for the product
5.	Niche Market	e.	Commercial Transactions
6.	Buying roles	f.	Dividing the market
7.	Market Research	g.	Personal Selling
8.	MIS	h.	Broker
9.	middlemen	i.	Connecting people
10.	Networking	j.	Market information system

Q2. a. Define Industrial Marketing. State its characteristics. **(08)**

Q2. b. Discuss in detail the channels for industrial marketing **(07)**

OR

Q2. c. Discuss in detail the organization buying process **(08)**

Q2. d. List down the criteria for evaluating a potential vendor **(07)**

Q3. a. Define Research. Explain the steps in Industrial marketing research **(08)**

Q3. b. state the advantages and limitations of Industrial Marketing **(07)**

OR

Q3. c. List down the various approaches for target market selection **(08)**

Q3. d. What is segmentation? Explain the criteria for market segmentation. **(07)**

Q4. a. List down the different types of pricing **(08)**

Q4. b. What is Industrial Advertising? List down the types of industrial Advertising. **(07)**

OR

Q4. c. Describe in detail Personal Selling process. **(08)**

Q4. d. List down the sales promotion methods in Industrial Marketing. **(07)**

Q5. a. What is E-procurement? Explain the benefits of e-procurement process. **(08)**

Q5. b. What is E-commerce? Explain its advantages and disadvantages. **(07)**

OR

Q.5. Write Short Notes on: (Any 3) **(15)**

- i. Vendor Analysis
- ii. Industrial Product Life Cycle
- iii. Market Information System
- iv. Product Levels
- v. E-Security
