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MMS / M-18

**INDUSTRIAL MARKETING**

**Paper-MM-402**

*Time allowed : 3 hours*

*[Maximum marks : 70]*

*Note :- Attempt any eight questions from this Section.*

**Section-A**

**8×5=40**

1. Define and distinguish between industrial marketing and consumer marketing.
2. What kind of challenges industrial marketers face?
3. Discuss the classification of industrial products.
4. What procurement process is normally followed by industrial buyers?
5. What is marketing logistics?
6. What do you mean by target marketing?
7. What is relevance of positioning in industrial marketing?
8. What role intermediaries play in industrial marketing?
9. What considerations are kept in mind while designing distribution strategy for industrial products?
10. In the wake of 'Make in India' and other similar campaigns, do you think there will be golden period for industrial marketers?

*Note : Attempt any three questions from this Section*

**Section-B**

**3×10=30**

11. What are unique features of industrial buying? What factors influence behaviour of industrial buyers?

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12. What is market segmentation? What segmentation criteria can be used for industrial customers?
13. Define strategic planning. How strategic marketing planning can boost up organisational performance of industrial marketers?
14. What product strategies can be adopted by industrial marketers?
15. What factors influence the pricing decision of industrial products? Also discuss different pricing strategies that can be used by industrial marketers?

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