

Roll No.

Total Pages : 2

MMS/M-15

13775

INDUSTRIAL MARKETING

Paper-MM-402

Time Allowed : 3 Hours]

[Maximum Marks : 70

Note : Attempt any 8 questions from Unit-I carrying 5 marks each. Attempt any 3 questions from Unit-II carrying 10 marks each.

UNIT-I

1. Discuss the nature of Industrial marketing.
2. Distinguish between Industrial and Consumer marketing.
3. Discuss the basis of classifying Industrial products.
4. Discuss the Organisational buying activities.
5. How the purchasing of Industrial product influence the buyer behaviour?
6. How strategic planning is formulated for buying Industrial products?
7. What is the significant role of Marketing the strategic planning process?

13775/K/513/900

P. T. O.

8. What is Target marketing?
9. How Physical distribution is defined?
10. How a pricing strategy is chalked out by Industrial goods manufacturers?

UNIT-II

11. "The Industrial marketing system includes three important elements." Discuss.
12. What significant consideration influence the Industrial customer decisions to patronize to one supplier rather than another?
13. "Value analysis involves the review of Product specifications and identification of unnecessary cost elements." Discuss.
14. Discuss the various conditions influencing the Channel structure while formulating channel strategy.
15. Discuss the various conditions which favour a high-price strategy to market the Industrial product.

13775/K/513/900

2