

Roll No. ....

Total Pages : 2

MMS/M-14

13275

INDUSTRIAL MARKETING

Paper : MM-402

Time : Three Hours]

[Maximum Marks : 70

**Note :** Attempt *eight* questions from PART-A carrying 5 marks each and *three* questions from Part-B carrying 10 marks each.

**PART-A**

**Note :** Attempt *eight* questions out of the following.

1. How Industrial marketing is defined ?
2. What are the important elements of Industrial marketing system?
3. How organizational customers are classified ?
4. What are the characteristics of organizational procurements ?
5. What are the objectives of organizational buying ?
6. Which psychological factors influence decision-making ?
7. What is the strategic planning process of industrial products ?
8. What is the basis for segmenting industrial markets ?
9. How industrial product is developed ?
10. What is Logistics ?

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[P.T.O.]

**PART-B**

**Note :** Attempt *three* questions out of the following.

11. "Industrial marketing concept is viewed as a functional dimension." Discuss.
12. Discuss the various steps involved in purchasing system to meet the needs of an organization.
13. "Value Analysis" and "Vendor Analysis" is must for Industrial goods buyers. Discuss the various causes and reasons for these analysis.
14. How Industrial marketers formulate a channel strategy ? Also discuss the factor influencing channel strategy.
15. How pricing strategy is formulated ? Under what circumstances industrial marketers favour a high price strategy ?

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