

**2011**  
**M B A**  
**4th Semester Examination**  
**INDUSTRIAL MARKETING**  
**(Specialisation : Marketing Management)**  
**PAPER—M 401**

Full Marks : 100

Time : 3 Hours

*The figures in the right-hand margin indicate full marks.*

*Candidates are required to give their answers in their own words as far as practicable.*

*Illustrate the answers wherever necessary.*

*Write the answers to Questions of each Half in separate books.*

**First Half**  
**(Marks : 50)**

Answer any four of the following : 5×4

- (a) Classify the Industrial Products.
- (b) Discuss briefly industrial markets segmentation variables.
- (c) What are the unique characteristics of industrial procurements.
- (d) Discuss briefly the new industrial product development process.
- (e) Differentiate industrial marketing research from consumer marketing research.
- (f) Discuss briefly different roles of industrial decision making unit and mention different choice criteria of industrial purchase decision. 2.5+2.5

*(Turn Over)*

2. Answer any *two* of the following : 10×2
- (a) Make an elaboration of Environmental factors of Industrial Marketing.
  - (b) Discuss the major differences between Industrial Marketing and Consumer Marketing.
  - (c) Discuss the integrated model of industrial buying behaviour.

[ Internal Assessment : 10 marks ]

### Second Half

(Marks : 50)

3. Answer any *four* questions : 5×4
- (a) What do you understand by the term Logistics? Why does a manufacturer use distributors?
  - (b) Discuss how learning curve affects price analysis.
  - (c) What do you understand by MBO and MBE?
  - (d) Discuss how a professional sales person can be developed.
  - (e) Discuss Return on Investment pricing?
  - (f) Discuss the relationship between physical distribution and logistics.
4. Answer any *two* of the following : 10×2
- (a) Discuss the forms of international market entry. Discuss different types of negotiation strategies in brief.
  - (b) Discuss expected pay-off analysis in detail. How can one evaluate the promotional plan?
  - (c) What are the areas covered in industrial sales training? Discuss the factors that influence pricing strategy?

[ Internal Assessment : 10 marks ]