

Time: 2 ½ Hours

Marks: 75

Notes:

- 1) All questions are compulsory
- 2) Figures to the right indicate full marks

Q1) (A) Choose the correct answer from the options given below (Any 8): (8 M)

- 1) Industrial marketing requires ____ promotional efforts.
(Huge, heavy, no, less)
- 2) Capital items of the industrial products includes _____.
(Farm products, natural products, operating supplies, equipments)
- 3) ____ is the first step in the industrial marketing research plan.
(Defining the problem, Analysing, Implementation, Developing research plan)
- 4) Selecting one or more markets to enter is known as _____.
(Market distribution, market targeting, market positioning, market reaching)
- 5) ____ is a kind of highly focused marketing to target small consumers which satisfies their specific interest.
(Niche marketing, Local marketing, Mass marketing, Individual customer marketing)
- 6) In the maturity stage of the industrial product, there will be ____ competition.
(reduced competition, no competition, increased competition, stagnant competition)
- 7) ____ is a process by which compromise takes place by avoiding disputes.
(War, Tolerance, Arguments, Negotiation)
- 8) ____ is a form of prepaid account that stores user's financial data, to make an online transactions easier.
(E-wallet, Wallet, Money, Cash)
- 9) ____ is an electronic application which makes the transmission of shipping documents much easier and faster.
(Payment management, Supplier management, Inventory management, Distribution management)
- 10) ____ system is a way of making financial transactions through an electronic medium.
(E-Procurement, E-Auction, E-payment, E-bidding)

Q1) (B) Match the columns (Any 7):**(7 m)**

Column A		Column B	
1) Vendor Rating		a) Buyer routinely reorders	
2) Webster and wind model		b) Duplication and waste of time	
3) Straight re-buy		c) Set of both tangible and intangible attributes	
4) Overlapping of the study		d) Alpha & Beta Testing	
5) Marketing research		e) Organisational buying behaviour	
6) Product		f) Focused studies	
7) Market testing		g) Helps consumer to sell their product directly to end user online	
8) Personal selling		h) Electronic data interchange	
9) C2C business model		i) Vendor Evaluation System	
10) EDI		j) Oldest form of selling	

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Q2.

- a) Define Industrial marketing and explain the features of Industrial Marketing. (15 m)

Or

- b) What is industrial marketing environment? Explain in brief the three levels of Industrial marketing environment. (15 m)

Q3.

- a) Explain the bases of market segmentation. (8 m)

- b) What are the steps in market research process? (7 m)

Or

- c) Explain different approaches for selecting Target markets. (8 m)

- d) What are the different levels of market segmentation? (7 m)

Q4.

- a) Explain the stages of new product development. (8 m)

- b) Explain in detail the various stages in Industrial product life cycle. (7 m)

Or

- c) Discuss different types of pricing in detail. (8 m)

- d) What is negotiation? Explain the stages of negotiation. (7 m)

Q5.

- a) What is e-procurement? Explain the benefits of e-procurement process. (8 m)

- b) What is business Networks? Explain the benefits of business networking. (7 m)

Or

- c) Write Short notes on (Any 3) (15 m)

1. Importance of Marketing research

2. Different types of advertising

3. Influencing factors of successful E-Commerce
