

Roll No.

Total No. of Questions : 13]

[Total No. of Pages : 02

Paper ID [B0153]

(Please fill this Paper ID in OMR Sheet)

BBA (BB - 805) (S05) (LE) (Sem. - 6th)

INDUSTRIAL MARKETING

Time : 03 Hours

Maximum Marks : 75

Instruction to Candidates:

- 1) Section - A is **Compulsory**.
- 2) Attempt any **Nine** questions from Section - B.

Section - A

Q1)

(15 x 2 = 30)

- a) What is standard Industrial classification?
- b) Define Marketing Mix.
- c) What are the basic features of Industrial Buyer?
- d) Define Positioning.
- e) What is Product elimination decision?
- f) Define Price Negotiation.
- g) Define personal selling.
- h) What do you mean by channel conflict?
- i) What do you mean by Industrial marketing control?
- j) Define Target Marketing.
- k) Define Industrial Marketing.
- l) Define Micro Segmentation of the market.
- m) Distinguish between logistic management and supply chain management.
- n) Define contingency planning.
- o) What do you mean by Industrial Pricing?

A-56

P.T.O.

Section - B

(9 x 5 = 45)

- Q2)** Define industrial market. Explain its various components.
- Q3)** Discuss the possible reasons for the failure of new products.
- Q4)** Explain industrial product life cycle.
- Q5)** Explain various methods and approaches of pricing.
- Q6)** What are the different aspects of Management of Sales Force?
- Q7)** Define logistics. Explain its important components and functions.
- Q8)** Explain the characteristics of Services and their implications on marketing.
- Q9)** Define Personal selling and its process in detail.
- Q10)** Explain the important basis and essential requirements of differentiation.
- Q11)** Define market segmentation. Explain the basic requirements of effective segmentation.
- Q12)** Explain the various functions of advertising.
- Q13)** Explain the process of industrial marketing control system.

