

**Third Semester M.B.A., (Distance Mode) Degree Examination
June 2009**

MBA DP 305 MM : INDUSTRIAL MARKETING

Time : 3 Hours

Max. Marks : 75

SECTION - A

Answer the following. Each sub-question carries TWO marks.

(2x5=10)

1. Explain the following:
 - a) Resellers market
 - b) Types of industrial goods
 - c) Modify rebuy
 - d) Buying centre
 - e) Derived demand

SECTION - B

Answer any FIVE of the following. Each question carries SIX marks.

(5x6=30)

2. Distinguish between Industrial marketing and consumer marketing.
3. What are the major emerging challenges in Industrial marketing?
4. Explain the factors affecting Industrial marketing environment.
5. What are the different phases of organizational buying?
6. Describe the PLC of an Industrial product.
7. Briefly explain the segmenting approaches and bases.

SECTION - C

Answer the following Q. No. 8 and 9 carry 10 marks each and Q. No. 10 carries 15 marks.

(2x10+15=35)

8. a) Discuss the importance of formulating channel strategy in Industrial marketing.
OR
b) How can strategic marketing techniques be applied to Industrial marketing?
9. a) Explain the various factors to be considered while evolving pricing strategy.
OR
b) Explain the importance of personal selling and how to manage sales force.
10. How an organization develops new products and services?

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