

MBA 3613

M.B.A. DEGREE EXAMINATION, JUNE 2007.

Third Semester

Marketing

Paper XIII — INDUSTRIAL MARKETING

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE of the following.

1. Define Industrial Market and its scope.
2. What do you mean by strategic Industrial Marketing?
3. Write a note on Test Marketing for Industrial Products.
4. Explain the importance of pricing for industrial Products.
5. Discuss the nature and importance of Distribution Channels.

6. Distinguish between personal and non-personal selling.

7. Discuss the objectives of advertising.

8. Write a marketing programme for industrial products.

PART B — (5 × 10 = 50 marks)

Answer any FIVE out of the following.

9. Discuss the types of Industrial Market.

10. Explain the procedure for Marketing Research.

11. Describe the product line policies and strategies.

12. What factors affect price determination?

13. Explain the factors influencing the selection of marketing channel.

14. Write the personal selling process.

15. Discuss the determinants of Industrial Market demand.

16. List out the major tasks in physical distribution management.

PART C — (1 × 20 = 20 marks)

Case Study – Compulsory

17. NCR, IBM and other manufacturers of office machines make a substantial proportion of their sales directly to industrial users. At the same time, whole salers of office equipment are thriving. Are these two market situations in consistent? Explain.
