

**MBA-10/PGDMM-10 (Master of Business Administration/
P.G Diploma in Marketing Management)
Fourth Semester, Examination 2012
MM-2204
Industrial Marketing**

Time: 3 Hours

Maximum Marks: 60

Note: This paper is of **sixty (60)** marks containing **three (03)** sections. Learners are required to attempt the questions contained in these sections according to the detailed instructions given therein.

SECTION – A

(Long-answer - type questions)

Note: Section 'A' contains four (04) long-answer-type questions of fifteen (15) marks each. *Learners are required to answer two (02) questions only.* **(2*15=30)**

1. Discuss the nature of industrial marketing. How is it different from consumer marketing? Which of these is more challenging and why?
2. "Assessing market opportunities is the key to the formulation of industrial market strategy." Comment. Explain the process of industrial market strategy formulation.
3. Is determination of optimum price levels a difficult task in industrial markets? Explain and illustrate. How are pricing decisions taken in industrial marketing?
4. "Industrial advertising and sales promotion are support activities for personal selling." Compare and contrast the role of advertising role in the consumer and industrial markets.

SECTION – B

(Short – answer – type questions)

Note: Section 'B' contains eight (08) short-answer type questions of five (05) marks each. *Learners are required to answer four (04) questions only.* Answers of these questions must be restricted to two hundred fifty (250) words approximately. **(4*5=20)**

Briefly discuss *any four (04)* of the following;

1. Explain industrial selling.
2. What is quality management in industrial marketing?

3. "Products can be classified as either consumer or industrial as per the usage to which these are put." Discuss.
4. What are trade shows? What are its advantages?
5. What is a DMU? What are the characteristics of a DMU ?
6. "QFD is also called Designed- in- Quality." Explain.
7. What are the factors to be considered in segmenting an industrial market?
8. Discuss product analysis pricing with reference to a product of your choice.

SECTION – C

(Objective – type questions)

Note: Section 'C' contains ten (10) objective –type questions of one (01) mark each. *All the questions of this section are compulsory.* **(10*1=10)**

Indicate whether the following are true or false;

1. Webster and Wind Model identify the key variables while developing marketing strategies.(T/F)
2. In BCG's Growth Share Matrix- 'Stars' are low growth-high share business units.(T/F)
3. In Cost-plus pricing or full cost pricing or markup pricing, fixed costs are ignored and prices are determined on the basis of marginal cost.(T/F)
4. Penetration pricing is the pricing technique of setting a relatively low initial entry price, often lower than the eventual market price, to attract new customers(T/F)
5. 'Quick Kill' is the bidding strategy of selecting an offer that the recipient will accept without further negotiation.(T/F)

Indicate the correct answer-option;

6. Which of the following is not one of the current trends in Indian industrial market scenario?
 - (A) Shift from the seller's market to buyer's market in most of the products.
 - (B) Increased focus on extending the application engineering concept.
 - (C) Increased awareness of consumer.
 - (D) Insulation of Indian market from foreign imports.

7. The statement of the planned strategy for a new product that outlines the target market, product positioning, market goals and projections are a:
 - (A) Expansion Strategy
 - (B) Marketing Strategy
 - (C) Marketing Plan
 - (D) None of the above

8. Which of the following is not a market testing method for industrial goods?
 - (A) Alpha and Beta Testing

- (B) Trade Shows
- (C) Dealer Display
- (D) Prototype Testing

9. The strategy of continuously advertising such industrial products which the general public is not going to buy is common. How does this strategy help a company sell products to wholesalers and other intermediaries?

- (A) Dictated demand.
- (B) Pull strategy.
- (C) Increases derived demand.
- (D) Push strategy.

10. In B2B transactions, joint demand is closely linked with demand for other B2B products. Which of the following is a example of joint demand.

- (A) Availability of crude oil barrels will determine how much petrol and diesel is produced.
- (B) Demand for steel dictates the amount of car bodies to be produced.
- (C) Demand for computer casings linked to the availability of disk drives.
- (D) All of the above.