

Duration: 2 1/2 Hrs.

Marks: 75

- Note:** 1. Q.1. is compulsory
2. Q.2. to Q.5 are compulsory with internal choice
3. Figures to the right indicate full marks

Q.1. a) Choose the correct options (Any 8)

(08)

- 1) The _____ of a firm depends on the knowledge and relationship with its input suppliers.
 - a. Survival and Success
 - b. failure and success
 - c. remedy
 - d. performance
- 2) The _____ of industrial buyers are influenced by many factors.
 - a. buying decisions
 - b. selling decisions
 - c. procurement decisions
 - d. pricing decisions
- 3) _____ is defined as a complex set of economic, Technical, Legal and personal relationship between the buyer and the seller.
 - a. industrial product
 - b. consumer product
 - c. FMCG product
 - d. business environment
- 4) _____ sending request for information and prices to supplies and receiving the responses using internet.
 - a. E-Tendering
 - b. E-commerce
 - c. E- auction
 - d. E-procurement
- 5) _____ is not an independent variable, it is dependent of product, promotion and distribution strategy.
 - a. Price
 - b. product
 - c. promotion
 - d. place
- 6) _____ is the first step in the sales process that refers to identifying a list of potential organisational buyers.
 - a. Prospecting
 - b. choosing
 - c. evaluating
 - d. delivering
- 7) _____ is a part of product research.
 - a. Media decision
 - b. Test Marketing
 - c. pricing policies
 - d. location choice
- 8) Positioning by _____ refers to the benefits, features of the offerings.
 - a. attributes
 - b. levels
 - c. reach
 - d. variety
- 9) EPO stands for _____ order.
 - a. Electronic purchase
 - b. Electronic paying
 - c. electronic performing
 - d. electronic procurement
- 10) _____ is done on the basis income level.
 - a. Benefit segmentation
 - b. Psychographic segmentation
 - c. geographic segmentation
 - d. demographic segmentation

Q.1. b) State True or False (Any 7)

(07)

1. A product is a combination of basic, enhanced and augmented properties.
2. Distribution channel members also exert pressure on prices by demanding higher margins.
3. E-commerce is a composite of technologies process and business strategies that foster the instant exchange of information within between organization.
4. Natural products are products occurring naturally in the earth and hence they cannot be recycled or reproduced.
5. Market research involves studying the organizations customers.
6. Persuasion is a method by which people settle differences.
7. Product has many intangible as well as tangible attributes.
8. Market research is the process of dividing a total market into groups of consumers.
9. Target market is the end consumer to which the company wants to sell its end products.
10. E-suvidha strengthens relationship with buyers make it easier attract new customers.

Q.2. a) Define Industrial Marketing. Explain the Classification of Industrial products. (8)

Q.2. b) Explain the Industrial Marketing Environment. (7)

OR

Q.2. c) Elaborate the Industrial Buying Behaviour process. (8)

Q.2. d) Explain the Specific duties of Industrial Manager. (7)

Q.3. a) Discuss the steps in Industrial Marketing Research process. (8)

Q.3. b) Explain the approaches for selecting Target Market. (7)

OR

Q.3. c) Explain the Product Positioning strategies (8)

Q.3. d) Explain Levels of Market segmentation. (7)

Q.4. a) Explain the factors influencing industrial pricing. (8)

Q.4. b) Define Negotiation. Explain the stages of Negotiation. (7)

OR

Q.4. c) Explain Direct and Indirect Distribution Channels. (8)

Q.4. d) State and explain the role of advertising in B2B marketing. (7)

Q.5. a) What is Business Networking? State the benefits of Business Networking. (8)

Q.5. b) Discuss the forms of B2B E-Commerce. (7)

OR

Q.5. Write Short Notes on: (Any 3)

(15)

- a. Vendor Analysis
- b. Industrial Product Life Cycle
- c. Personal Selling Process
- d. Penetration Pricing
- e. E-Payments
