

Time: 2 ½ hrs.

Marks: 75

Note:

- i) All questions are compulsory with internal choice
- ii) Figures to the right indicate full marks

Q.1. A) Multiple Choice Questions (Any 8)

(8)

- 1) Sales cycle of Industrial marketing is _____.
a. Shorter
b. Effective
c. Longer
d. Limited
- 2) Sharp _____ skill is required to sell the product to industrial buyers.
a. Buying
b. Selling
c. Demanding
d. Production
- 3) There are _____ major classes of Industrial products.
a. One
b. Three
c. Five
d. Six
- 4) Example of Operating supplies is _____
a. Paint
b. Cranes
c. Notepads
d. Trucks
- 5) _____ component describes the characteristics of society where an organization exists.
a. Economic component
b. Social component
c. Legal component
d. Demographic component
- 6) People who control the flow of information are called _____.
a. Users
b. Influencers
c. Buyers
d. Gatekeepers
- 7) The _____ of a firm depend on the knowledge & relationship within its input suppliers.
a. Survival & succes
b. Failure & success
c. Remedy
d. Analysis
- 8) Major share of _____ is generated by selling the product to business buyers.
a. Gifts
b. Revenue
c. Loss
d. Share
- 9) _____ is the first step & activity in any research method.
a. Defining the problem
b. Developing plan
c. Implementation of plan
d. Interpretation
- 10) Which is the example of primary data?
a. journals
b. Magazines
c. reports
d. Questionnaires

Q.1. B) Match the Following (Any 7)

(07)

	Column A		Column B
1.	Industrial material	a.	Direct Channel
2.	Networking	b.	Commercial Transactions
3.	Prospecting	c.	Online Buying & Selling
4.	Niche Market	d.	Prepaid account
5.	One level marketing	e.	Market Research
6.	Studies Competitors	f.	Intermediary action
7.	E-wallet	g.	Personal Selling
8.	E-Commerce	h.	Direct
9.	E-procurement	i.	Connecting people
10.	End Consumer	j.	Raw

Q.2. Define Industrial Marketing. Classify the Industrial Products **(15)**

OR

Q.2. a) Explain the Three levels of Industrial Marketing Environment **(08)**

b) What is Vendor analysis? State the criteria for selecting the vendor **(07)**

Q.3. a) What is Market Research? State the importance of market research **(08)**

b) Explain the approaches for selecting the target market **(07)**

OR

Q.3. What is Product Positioning? Elaborate the product positioning strategies **(15)**

Q.4. a) Explain the role of advertising in B2B market **(08)**

b) Discuss the industrial marketing channels **(07)**

OR

Q.4. c) State & explain the types of Advertising **(08)**

d) Illustrate Product classification **(07)**

Q.5. What is E-Commerce? Explain the forms of B2B E-commerce **(15)**

OR

Q.5. Write Short Notes on: (Any 3) **(15)**

a) Sales Promotion

b) Business Networking

c) Personal Selling

d) E-Payments

e) Industrial Marketing Communication