

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. State True or False (Any 8) (08)

- 1) Industrial Marketing is a primarily B2B sake which means business to business.
- 2) Buying decision is made by one person.
- 3) E-commerce reduces the paper work.
- 4) Wallet is a form of prepaid account that stores user's financial data information to make an online transaction easier.
- 5) The primary purpose of business networking is to tell others about your business and hopefully turn them into 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-suvudha strengthens relationship with buyers make it easier attract new customers.

Q.1. b. Match the Following Columns (Any 7) (07)

Column A	Column B
1) Networking	a) Intermediary action
2) Market Segmentation	b) Commercial Transactions
3) E-Commerce	c) Choosing new Vendor
4) Niche Market	d) Studies Competitors
5) EDI	e) Intermediary action
6) Market Research	f) Electronic Data Interface
7) Vendor Rating	g) End Consumer
8) E- Procurement	h) Buying and Selling online
9) One level marketing	i) Dividing Market
10) Market Research	j) Connecting people

Q.2. a) Define Industrial Marketing. Explain the features of Industrial Marketing. (08)

b) Classify the industrial products. (07)

OR

Q.2. c) Explain the criteria for selecting the right vendor. (08)

d) Differentiate consumer marketing & industrial marketing. (07)

Q.3. a) Discuss the steps in industrial marketing research process. (08)

b) Explain the different approaches to target market. (07)

OR

Q.3. Explain the bases for Segmentation. (15)

- Q.4. a) Briefly discuss the effective distribution channel. (08)
b) Explain the factors influencing pricing. (07)
OR
- Q.4 c) Explain the personal selling process. (08)
d) Explain the Industrial Product Life cycle. (07)
- Q.5. a) Define business networks. Explain its benefits. (08)
b) Briefly explain the steps in e-procurement process. (07)
OR
- Q.5. Write Short Notes on: (Any 3) (15)
a) Responsibilities of Industrial Marketing Manager.
b) Product Positioning.
c) Types of Advertising.
d) E-Commerce.
e) Product Levels.
