

Duration: 2½ Hrs.

Max. Marks: 75

**Instructions:**

- 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. 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-suvidha strengthens relationship with buyers make it easier attract new customers

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

(07)

Column A	Column B
Networking	Intermediary action
Market Segmentation	Commercial Transactions
E-Commerce	Choosing new Vendor
Niche Market	Studies Competitors
EDI	Intermediary action
Market Research	Electronic Data Interface
Vendor Rating	End Consumer
E- Procurement	Buying and Selling online
One level marketing	Dividing Market
Market Research	Connecting people

