

MBMM 3003

M.B.A. DEGREE EXAMINATION,
DECEMBER 2014/JANUARY 2015.

Third Semester

Marketing

INDUSTRIAL MARKETING

(2012 – 2013 Batch onwards)

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Choose any FIVE of the following :

1. Discuss the nature of Industrial Customers.
2. How industrial Marketing Differs from Consumer Marketing?
3. Critically evaluate the factors influencing industrial-buying behavior.
4. Does there any significant differences exist between industrial and consumer market.
5. Briefly explain the Marketing Information System.
6. Explain the process of new product development.

7. What are the purposes and forms of distribution channels?

8. How to develop strategy for success on Industrial Marketing Strategy?

PART B — (5 × 10 = 50 marks)

Choose any FIVE of the following :

9. Explain the scope of industrial marketing.

10. Discuss the nature of industrial marketing.

11. How do you classify the industrial products?

12. How do you formulate a Channel Strategy in Industrial Marketing?

13. Can you state some of the good reasons to conduct B2B commerce?

14. How to develop strategy for success on Industrial Marketing Strategy?

15. Briefly discuss about Sales Force Automation.

16. Differentiate B2B from B2C.

PART C — (1 × 20 = 20 marks)

Compulsory

17. A leading company manufacturing a wide range of products with nationwide operation is now experiencing a tough time with deadline in sales and profit. The company is not in a position to identify the causes of unsatisfactory product performance. As an industrial marketer suggest one of the following strategic options based on product evaluation. Give reasons.

Questions :

- (a) To what extent the product complies with relevant standards.
- (b) How far the product is comparable with other products of similar design?
- (c) How safe the product is?
- (d) Warranty and after sales service of the product.