



MS – 474

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VI Semester B.B.M. Examination, May/June 2014  
(Semester Scheme) (Prior to 2013-14) (Repeaters)

**BUSINESS MANAGEMENT**

**6.5 : E-2 : Paper – 4 : Marketing of Industrial Goods**

Time : 3 Hours

Max. Marks : 90

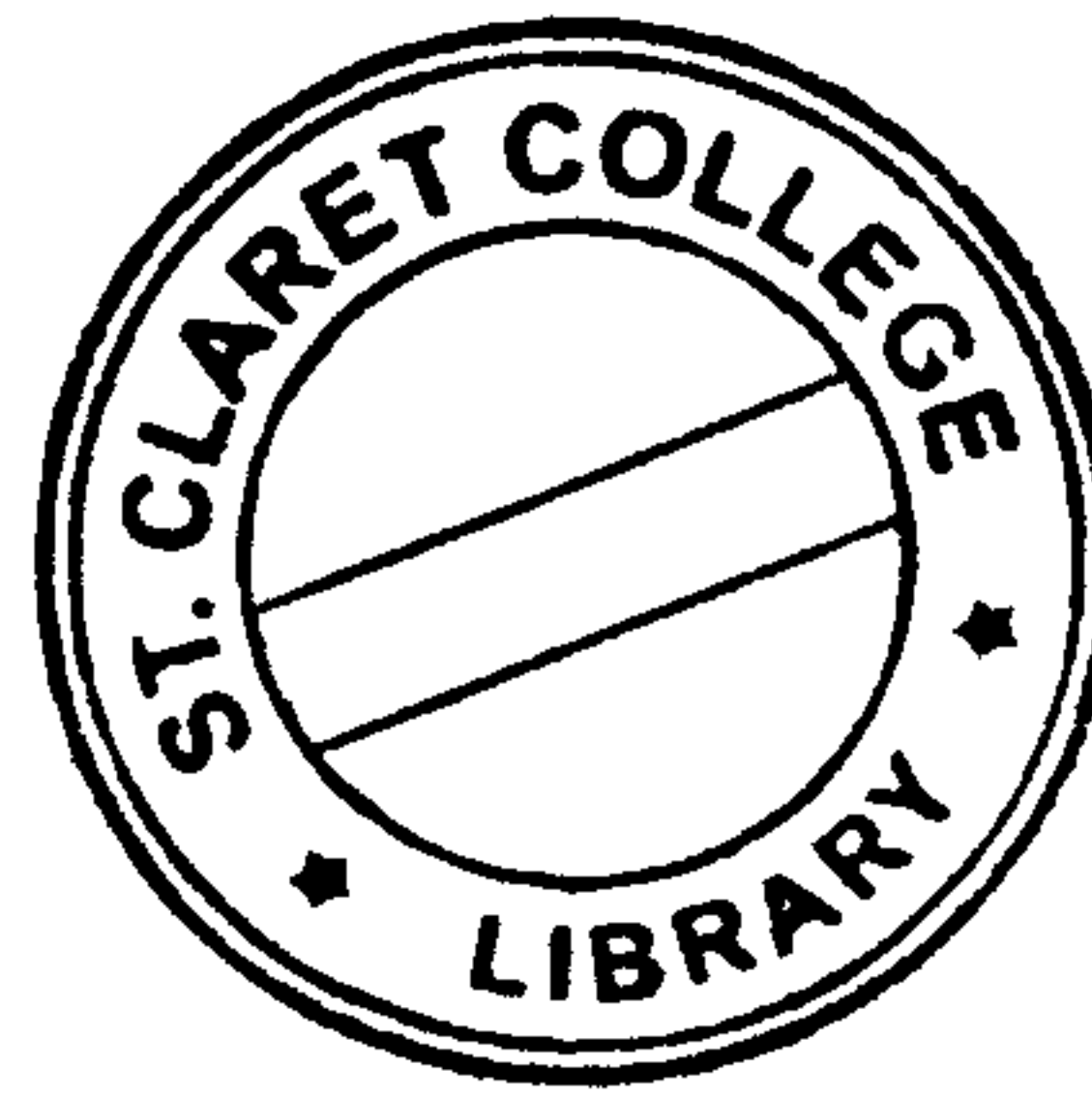
**Instruction :** Answer should be written in **English** only.

**SECTION – A**

Answer **any ten** of the following sub-questions. **Each** sub-question carries **two** marks.

(10×2=20)

1. a) Define Industrial Marketing.
- b) What are business services ?
- c) What is meant by Mixed Channel System ?
- d) What is meant by Telescopic Marketing ?
- e) What is competitive bidding ?
- f) What is meant by new buy ?
- g) What is sampling ?
- h) What is research design ?
- i) Define probability sampling.
- j) What is meant by negotiated price ?
- k) What is penetration pricing ?
- l) What are industrial goods ?



**SECTION – B**

Answer **any five** of the following. **Each** question carries **five** marks.

(5×5=25)

2. Give a brief account of types of operational control.
3. Explain geographical pricing.

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4. What are trade fairs and exhibitions ?
5. Give a brief account of the documentation for purchasing.
6. What are the major categories of industrial buyers ?
7. Write a note on components of logistics.
8. What are the common reasons for the failure of new products ?
9. Write a note on research agency.

SECTION – C

Answer **any three** questions. **Each** question carries **fifteen** marks. **(3×15=45)**

10. Define industrial marketing research and explain the phases of a research project.
  11. Explain the important characteristics of industrial prices and factors which influence industrial pricing.
  12. Discuss the buy grid model.
  13. Examine the difference between consumer and industrial marketing.
  14. Explain the buy phases.
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