

VI Semester B.B.M. Examination, April/May 2015  
(Semester Scheme) (Repeaters)  
(Prior to 2014-15)

(2011-12 and Onwards/Prior to 2011-12)

**BUSINESS MANAGEMENT**

**Paper – 6.5 (Elective Paper – IV) : Marketing of Industrial Goods**  
(100 Marks 2013-14 Only/90 Marks Prior to 2013-14)

Time : 3 Hours

Max. Marks : 100/90

- Instructions :**
- 1) Answers should be written **only in English**.
  - 2) Section **A, B and C** to be answered by **all repeaters** (90 marks).
  - 3) Section **D** to be answered by students of **2013-14 only** (100 marks).

**SECTION – A**

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

(10×2=20)

1. a) What is industrial marketing ?
- b) Name the types of industrial buyers.
- c) Define agreement.
- d) What do you mean by product development ?
- e) Who is a broker ?
- f) Define industrial goods.
- g) Who are manufacturers representatives ?
- h) What is documentation ?
- i) Define 'reverse bidding'.
- j) What is market intelligence system ?
- k) What are the components of a service ?
- l) What is franchising ?

## SECTION - B

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

(5x5=25)

2. Write a note on product elimination process.
3. Discuss the activities involved in physical distribution of industrial goods.
4. Discuss marketing intelligence system in industry.
5. Explain the importance of purchasing system.
6. Describe the various types of industrial salesman.
7. Explain various market levels of industrial goods.
8. Explain the classification of industrial goods.

## SECTION - C

Answer **any three** questions. **Each** question carries **fifteen** marks.

(3x15=45)

9. Describe the personal selling process.
10. Discuss various instruments of control in industrial marketing.
11. Explain various factors which influence the demand for industrial goods.
12. How does a marketing information system differ from marketing intelligence system ?
13. Discuss the buy grid model.

## SECTION - D

To be answered by students of **2013-14 only**.

14. What are the methods of sales promotion used in industrial marketing ?

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V

Paper - 6.4  
(100 marks)

Time : 3 Hours

### Instructions

Answer any 5

- a) What is d
- b) What do y
- c) What is m
- d) Mention a
- e) Give the n
- f) What are
- g) Name the
- h) What is M
- i) What do y
- j) What do y
- k) If Sales - 6  
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- l) Average st  
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