

59
VI Semester B.B.M. Examination, May 2016
(Semester Scheme) (Repeaters)
(Prior to 2014-15) (11-12 and Onwards)
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) Answer 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** question carries **two** marks.

(10×2=20)

1. a) What are business services ?
- b) What do you mean by formal and informal relationships in industrial marketing ?
- c) What do you mean by reverse price elasticity of demand ?
- d) What is observational research ?
- e) What is task oriented objectives ?
- f) What is reverse bidding ?
- g) What is personal selling ?
- h) What is marketing intelligence system ?
- i) Define system selling.
- j) What is leasing ?
- k) What is meant by penetration price ?
- l) How do you arrive at BEP ?

P.T.O.



SECTION – B

Answer **any five** of the following. **Each** question carries **five** marks. **(5×5=25)**

2. Briefly explain the major categories of industrial buyers.
3. Describe how business conditions affect the demand for industrial goods ?
4. What factors influence the buying of industrial goods ?
5. Explain the important features of vendor analysis and selection.
6. Write a note on research design.
7. Write a note on negotiation.
8. Explain the concept of promotion mix.

SECTION – C

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

9. Explain different types of distribution.
10. Explain the salient features of industrial goods relevant to marketing.
11. Explain the buy classes and their marketing implications.
12. Explain the different types of data collection.
13. Write in detail on industrial product life cycle.

SECTION – D

To be answered by students of **2013-14** only : **(1×10=10)**

14. Explain the importance and types of strategic control.
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