
UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)



उत्तराखंड मुक्त विश्वविद्यालय हल्द्वानी (नैनीताल)

Programme Name-MBA- Fourth Semester/PGDMM Second Semester

Programme Code- MBA-13 /PGDMM-10

Course Name-Industrial Marketing

Course Code- MM-2204

Maximum Marks-40

Session -2014-15, Summer

Last Date of Submission: 15 July, 2015

Section-A

Section 'A' contains 08 short answer type questions of 5 marks each. Learners are required to answer 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Discuss the following (1-8) –

1. Trends in industrial marketing.
2. Distribution channel.
3. Stages in buying process.
4. Choice of technology.
5. Exhibitions.
6. Bidding decisions.
7. Process of selling the name of Corporation.
8. Factors influencing pricing.

Section-B

Section 'B' contains 04 long answer-type questions of 10 marks each. Learners are required to answer 02 questions only.

1. Differentiate between individual and organizational buying behaviour? Discuss Seth Integrative Model in detail?
2. What are the various industrial marketing strategies? Elaborate portfolio analysis using strategy grid?
3. Explain price management using *new buy phase-purchase price management factors*?
4. Differentiate between industrial and consumer marketing research? What are various techniques in marketing research?