

**UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)*****MBA Fourth Semester/PGDMM Second Semester***

Last date of Submission-15th June, 2012

Programme Code-MBA/PGDMM-10**Course Code: MM2204****Course Name-Industrial Marketing****Maximum Marks-40****Session: 2011-12 (Summer)****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.

Briefly discuss the following-

1. Competitive Bidding
2. Strategy Development Process
3. GE Matrix
4. Product Innovation
5. Joint Venture
6. Benchmarking
7. Target Marketing
8. DMU

Section-B

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

1. How are marketing strategy derived from matrix models? What are the industrial marketing strategies usually followed by industrial firms?
2. Explain how the growth –share matrix of BCG could be used to make more effective decisions in the areas of products, channels, promotions and price.
3. “New product failures are less frequent in industrial market than similar failures in the consumer market.” Explain.
4. How would you explain marketing concepts to a government official who is interested in applying them to mass transit systems in urban communities?