## Subject name and code: Industrial Marketing (MANB523M)

## **INDUSTRIAL MARKETING**

| Q1. Discuss the nature and scope of industrial marketing?  |
|--|
|  |
| Q2. Evaluate the major differences between the B2B & B2C marketing ?                             |
|  |
| Q3. Express the need of technology in marketing of products and services to the business buyers? |
| Q4. Elaborate the factors which influence the channel design in distribution ?                   |
|  |
| Q5. B2B communication is an key aspect of the B2B marketing. Comment?                            |