

BHARTIYA VIDYA MANDIR (BVM) COLLEGE OF MGMT. EDUCATION

QUESTION BANK

BBA- VI SEM

BBA M-604-INDUSTRIAL MANAGEMENT

Note All questions carry 2.5 marks.

- Q.1 What do you mean by industrial marketing?
- Q.2 Distinguish between industrial marketing and consumer marketing?
- Q.3 What is strategic planning in industrial marketing?
- Q.4 Write a short note on marketing environment .
- Q.5 Give the introduction of industrial marketing environment.
- Q.6 Write a note on basis for segmentation.
- Q.7 What is the process for marketing research?
- Q.8 What do you understand by strategic planning process
- Q.9 What is consumer research?
- Q.10 What is reseller's market.

Prashant Sharma