

MARKETING GROUP

B.B.A.-VI **INDUSTRIAL MARKETING-(604)**

UNIT-I

- Q1 What is industrial marketing ? Write its concept.
- Q2 “Government policies influence to industrial marketing environment”. Explain
- Q3 What is resellers market? Explain with its objectives.
- Q4 What is industrial marketing environment? Explain
- Q5 Explain the levels of industrial marketing environment.

UNIT-II

- Q1 What is behavior? Write its importance for an organization in customer perspective.
- Q2 “Classify the industrial product “.
- Q3 What is industrial market segmentation? Explain
- Q4 How product positioning impacts on branding of product
- Q5 What is target marketing? Explain in detail.

UNIT-III

- Q1 What is Industrial Marketing Research ? Explain.
- Q2 What is strategic planning?Explain.
- Q3 What are the roles of marketing research?
- Q4 Write the process of Industrial Marketing Research.
- Q5 What are the difference between industrial marketing research and consumer research?

UNIT-IV

- Q1 What is product management? Explain its concept
- Q2 What is price management? Write its objectives
- Q3 What is pricing policy? Explain.
- Q4 Write new product development process.
- Q5 What are the factors which can influence pricing strategy.

UNIT-V

- Q1 What is advertising? Write its roles in industrial marketing.
- Q2 How do we have sales promotion in industrial market? Explain
- Q3 What are the marketing strategy? Which are used in industries?
- Q4 What is distribution management? Write its significance.
- Q5 “We need to motivate to distributors” Explain it with one example.

By – KRISHN GOPAL SHARMA