

Roll No. ....

Total No. of Pages : 2

**MMS/MX**

**6805**

**Industrial Marketing**

**Paper : MM-402**

Time : Three Hours]

[Maximum Marks : 70

**Note :-** Attempt **FIVE** questions in all. **1st** question is compulsory.

1. (i) Industrial Services v/s Consumer Services  
(ii) Industrial advertising  
(iii) Industrial brand positioning  
(iv) Identification of marketing opportunities  
(v) Industrial sales promotions  
(vi) Channel conflict in industrial marketing  
(vii) Segmentation of industrial markets.
2. Define and distinguish between industrial marketing and consumer marketing. Which one is more challenging and why ?
3. Discuss in detail nature of industrial consumers. Are they purely driven by logic ?
4. Discuss industrial purchasing system. What is the nature of industrial demand ?
5. Write a detailed note on industrial marketing research.
6. What factors have to be kept in mind while formulating channel strategy for industrial products ? Why logistic operations are supposed to be crucial ?
7. What factors affect pricing of industrial products ? Also discuss different pricing strategies.

8. Write short notes on any **two** :

- (i) Product decisions in industrial marketing
- (ii) Industrial marketing communication
- (iii) Salesforce management in industrial marketing.