

P79/MKG303/EE/20180110

Time : 3 Hours

Marks : 80

Instructions :

1. All Questions are Compulsory.
 2. Each Sub-question carry 5 marks.
 3. Each Sub-question should be answered between 75 to 100 words. Write every questions answer on separate page.
 4. Question paper of 80 Marks, it will be converted in to your programme structure marks.
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1. Solve any **four** sub-questions.
 - a) What is industrial product? 5
 - b) What are the types of market? 5
 - c) What are new trends in industrial marketing? 5
 - d) Which are the various types of buying situation? 5
 - e) How is industrial buying behaviour is different from consumer buying behaviour? 5
2. Solve any **four** sub-questions.
 - a) Explain the Buying Decision Process. 5
 - b) Write a note on vendor analysis. 5
 - c) Which factors are to be considered for evolution of vendor? 5
 - d) What are the objectives of market segmentation? 5
 - e) Define D.S.S. (Decision Support System). 5

3. Solve any **four** sub-questions.
- a) What is the need for defining a Research problem? 5
 - b) Discuss in brief different approaches required for industrial market research. 5
 - c) What do you mean by Market Segmentation? 5
 - d) What is microsegmentation? 5
 - e) Write a note on D.M.S. (Decision Making Structure). 5
4. Solve any **four** sub-questions.
- a) Define Targeting. 5
 - b) What is Positioning? 5
 - c) How do you develop a positioning strategy? 5
 - d) Explain the key terms: 5
 - i) Organisational buying
 - ii) Buying centre concept.
 - e) Write note on objectives of enterprise resource planning. 5

