

Mktg.

B 2B Marketing & CRM

Let's,

16/10

Mktg

B2BM03

16-10-2008

Roll No:

Total No. of Questions: 6 Questions

Duration (hrs): 3 hours

Total No. of printed pages: 1

Maximum Marks: 60 marks

Question number 1 and 6 is compulsory and has internal options.

Answer any 3 questions from Question No's 2 to 5.

Q.1 What is Industrial marketing? Distinguish between Industrial and Consumer marketing with appropriate examples. (15 marks)

Or

Q.1 What is new Product development? What are the reasons for the failure or success of a new product? (15 marks)

Q.2 What is Industrial Pricing decisions. What are the different types and objectives of pricing? (10 marks)

Q.3 Explain the various steps in a selling process? What are the necessary skills required by the sales force for Industrial marketing? (10 marks)

Q.4 What are the different steps involved in Marketing Research. Illustrate with examples. (10 marks)

Q.5 What are the different types of customers for Industrial products and services. (10 marks)

Q.6 Write short notes (Any 3). (5 marks each)

- Market segmentation
- Bidding of contracts
- Persuasive advertising
- Industrial advertising