

Punjab Technical University
BBA Examination 2006-2007

BBA (Semester. - 5th) INDUSTRIAL MARKETING 2008

Time : 03 Hours Maximum Marks : 75

Instruction to Candidates:

1) Section -A is Compulsory.

2) Attempt any Nine questions from Section - B.

Section – A (15 × 2 = 30)

Q1)

- a) Industrial Vs. consumer marketing.
- b) Define marketing.
- c) Customer wants.
- d) Quality circle.
- e) Market targeting.
- f) Define strategy.
- g) Zero level channel.
- h) Demand forecasting.
- i) Scheduling.
- j) Warehousing.
- k) Publicity.
- l) Advertising effectiveness.
- m) Selective distribution.
- n) Value addition.
- o) Value based pricing.

Section – B (9 × 5 = 45)

Q2) How the expectation of industrial customer is different from ordinary customer?

Q3) How buyer's motives influence the selection process of supplier?

Q4) What are the types of purchasing organization?

Q5) What is the evaluation process in market identification?

Q6) What is the role of market segmentation in industrial marketing?

Q7) Write in detail about niche marketing.

Q8) Why positioning is difficult in the industrial market?

Q9) What strategies you will adopt for various stages of industrial product life cycle?

Q10) What are the levels of channel available in the distribution of industrial goods?

Q11) What are the various sales promotion techniques in industrial goods marketing.

Q12) What strategies can ensure effective personal selling?