

**W-2964(A)**

**B.B.A. (Sixth Semester) Examination, (Second Chance) June-2020**

**INDUSTRIAL MARKETING**

**Paper - M-604**

*Time : Three Hours*

*Maximum Marks : 40*

*Minimum Pass Marks : 16*

**Note :** Attempt **all** questions.

**Unit - I**

- Q.1. Write short notes on : (Both of them) 4 each  
a) Industrial marketing environment  
b) The Reseller's market

**Unit - II**

- Q.2. Write short notes on : 4 each  
a) Target marketing  
b) Industrial market segmentation

**Unit - III**

- Q.3. Write short notes on : 4 each  
a) Strategic planning in industrial marketing.  
b) Difference between industrial marketing research and consumer research.

**Unit - IV**

- Q.4. Write short notes on : 4 each  
a) Pricing strategy.  
b) Pricing policy.

**Unit - V**

- Q.5. Write short notes on : 4 each  
a) Advertising in industrial market  
b) Sales promotion and publicity in industrial market.

