

W-2964

B.B.A. (Sixth Semester) Examination, 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. Explain the concept and nature of Industrial marketing. Also, write about the differences between Industrial marketing and consumer marketing. 8

Unit - II

- Q.2. Explain who is an industrial customer. Write about its characteristics. Also, write about the classification of industrial product. 8

Unit - III

- Q.3. Explain the role of industrial marketing research. Also, describe the process of industrial marketing research. 8

Unit - IV

- Q.4. Describe the Industrial product life cycle. Also, explain the new product development process. 8

Unit - V

- Q.5. Write about the process of recruitment, selection, training and development of industrial sales force. 8

