

MAY 2011

P/ID 77535/PMCQ

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Define segmentation.
2. What is Product Line?
3. What do you mean by market potential?
4. What are the different dimensions of a organisational buying?
5. Define channel strategy.
6. Describe industrial marketing control.
7. Describe industrial customer.
8. Define sales forecasting.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Discuss in detail the role of industrial distributor in the overall marketing strategy of an organisation.
10. Discuss the nature of industrial marketing. How is it different from consumer marketing?
11. Write notes on :
 - (a) Role of advertising in industrial marketing
 - (b) International Industrial marketing.
12. Discuss the objectives of advertising.
13. Discuss in detail Business Marketing Intelligences.
14. List out Business Pricing functions.
15. Discuss the role of CRM Strategy in Industrial Marketing.
16. Define and differentiate sales promotion and personal selling.

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PART C — (1 × 20 = 20 marks)

(Compulsory)

17. Assume that you are appointed as a Business Development Executive for New Car company. The company is planning to go globally. How you will brand the new car? Prepare a detailed plan with brand name and all other details.
- (a) Explain in detail about branding, name, design, style.
 - (b) What are the strategies adopted by you to highlight your brand?
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