

MAY 2012

**P/ID 77535/
PMCQ/PMB03**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. Explain the features of industrial marketing.
2. Explain the buying motives of industrial users.
3. Explain the steps involved in the organizational buying decision process.
4. Explain the need of assessing the marketing opportunities.
5. Write a note on demand analysis.
6. Explain the features of marketing planning.
7. Explain the main objectives of pricing.
8. Explain the importance of customer relationship management in industrial marketing.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

All questions carry equal marks.

9. Explain the various factors of industrial marketing environment.
10. Explain the determinants of consumer buying behaviour.
11. Explain the ways and means of collecting information regarding marketing opportunities.
12. Explain the various methods of sales forecasting.
13. Explain the various channels of marketing of industrial goods.
14. Explain the features and advantages of personal selling.
15. Explain the CRM strategies adopted of industrial marketing.
16. Explain the recent trends in industrial marketing.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. CASE

The us company cascade corporation established cascade (Japan) Ltd in 1967. It sold lift truck attachments primarily through a network of several hundred Japanese dealers.

As most of these dealers were owned or controlled by competitive Japanese firms, they often promoted the brands of these manufacturers at the cost of cascade. This stunted cascade's growth and its market share remained low.

Questions :

- (a) Explain the channel system prevailing in this case.
 - (b) Suggest a strategy to overcome the problem faced by cascade.
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