

MAY 2016

**P/ID 77535/PMCQ/
PMB03/PMG02/
MBNCQ**

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions.

1. What do you understand by a Market? Give a classification of market.
2. Write a note on organizational buying behaviour
3. What are the major stages in organisational buying decision process?
4. What is meant by the term marketing plans?
5. Explain the various causes of channel conflict.
6. How do you develop CRM strategy?
7. Explain the different components of marketing information system.
8. Explain in detail about consumerism.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions.

9. Define and discuss industrial market and its classification.
10. What do you mean by sales forecasting? Discuss various methods used for forecasting sales.
11. What are demand-oriented and cost oriented pricing? What do you recommend for a new industrial product and why?
12. What is Market Segmentation? Discuss the importance of market segmentation in developing marketing strategy.
13. What do you understand by 'Marketing Information System'? What information's will the marketing manager use for a new industrial product?
14. Explain the impact of environmental forces on Industrial marketing.
15. Marketing Intelligence System – Explain its application in business world.

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16. Explain the major marketing challenges facing Indian Business and Industry in the context of the Liberal Economic Policy pursued by the government and suggest measures to tackle them.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. Write in detail about organizational buying process, dimensions of organizational buying and organizational buying behaviour.
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