

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)**

**CLASS: MBA/PRE-PHD
BRANCH: MANAGEMENT**

**SEMESTER : 3rd
SESSION : MO/2023**

SUBJECT: MT516R1 INDUSTRIAL MARKETING

TIME: 3 Hours

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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Q.1(a)	Examine the comparison between industrial marketing and consumer marketing along various parameters like market structure, buyer behavior, purchasing decision making as well marketing mix elements' characteristics.	[5]	01 02
Q.1(b)	Identify and explain the recent trends and changes in B2B marketing in post Covid-19 era.	[5]	01 02
Q.2	In industrial market demand analysis, the Bullwhip effect is considered of great significance. Explain what it is and how it is caused?	[10]	02 03
Q.3	Explain Industrial Buyer Behavior through Jagdish N. Sheth's Model identifying all the components of the model represented diagrammatically.	[10]	03 03
Q.4(a)	Distinguish between Consumer & Industrial Services.	[5]	04 02
Q.4(b)	Illustrate in brief the Wind & Cardozo model for industrial market segmentation.	[5]	04 02
Q.5(a)	Explain the concept of make or buy decision for industrial products. Which one is to be preferred under what circumstances?	[5]	05 02
Q.5(b)	What type of pricing strategy is better suited in industrial marketing.	[5]	05 02

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