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

CLASS: MBA   SEMESTER : IIIrd
BRANCH: MANAGEMENT   SESSION   : MO/2024

SUBJECT: MT516 R-1 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.

			CO	BL
Q.1(a)	Provide a detailed classification of Industrial Customers and Industrial Products with relevant real life examples from Indian / global market.	[5]	01	02
Q.1(b)	Distinguish between Industrial Marketing and Consumer Marketing.	[5]	01	02
Q.2	What is Bullwhip Effect? Identify the factors causing bullwhip effect.	[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)	What are the major implementation problems in industrial marketing ?	[5]	04	02
Q.4(b)	Distinguish between Consumer & Industrial Services with relevant and illustrative examples .	[5]	04	02
Q.5(a)	Examine the internet's emerging role in B2B marketing channels.	[5]	05	02
Q.5(b)	Explain the concept of make or buy decision for industrial products. Which one is to be preferred under what circumstances?	[5]	05	02

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