

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

**CLASS: MBA
BRANCH: MANAGEMENT**

**SEMESTER : IIIrd
SESSION : MO/2025**

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)	What is Bullwhip effect ? Identify the factors causing Bullwhip Effect.	[5] 2	3
Q.1(b)	Explain the process of Industrial Marketing Research? How it is different from normal consumer research ?	[5] 2	2
Q.2)	Illustrate Jagdish N Seth's model of industrial buying behavior with appropriate diagrammatic representation depicting all component factors and situational factor.	[10] 3	2
Q.3	Illustrate the Wind & Cardozo model for industrial market segmentation.	[10] 4	2
Q.4(a)	Distinguish between industrial marketing and consumer marketing along various parameters like market structure, buyer behavior, purchasing decision making as well various marketing mix elements' characteristics .	[5] 1	2
Q.4(b)	Illustrate in detail the classification of industrial products with relevant examples.	[5] 1	2
Q.5(a)	Explain the role of marketing in new product development in the context of industrial marketing .	[5] 5	2
Q.5(b)	What type of pricing strategy is better suited in industrial marketing. Explain and justify your answer with the suitable example.	[5] 5	2

:::27/11/2025:::M