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Reg. No. : .....

Name : .....

**Fourth Semester M.Com. Degree Examination, July 2024**

**Elective-Marketing**

**Paper II : CO 242 M : INDUSTRIAL MARKETING**

**(2015 Admission Onwards)**

Time : 3 Hours

Max. Marks : 75

SECTION – A

Answer **all** questions. Each question carries **2** marks.

1. Who is an Industrial Customer?
2. Explain Relationship Marketing.
3. What is Trade Discount?
4. What is Outright Purchase?
5. What is Publicity?
6. What is Value Based Pricing?
7. What are Promotional Novelties?
8. What is Market Targeting?
9. What is Sales Promotion?
10. What is mention Supplier Choice in buying process?

**(10 × 2 = 20 Marks)**

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## SECTION – B

Answer any **five** questions. Each question carries **5** marks.

11. Explain the characteristics of Industrial Demand.
12. Differentiate in detail between Standardized and Non-Standardized parts.
13. Elaborate the Buy Grid Model.
14. Explain the steps followed in Price Decision Analysis.
15. Explain
  - (a) Industrial Product Life Cycle
  - (b) Break Even Analysis
16. Enlist in detail the Pricing Objectives.
17. Illustrate the Relational Approach to Industrial Marketing.
18. Discuss Sheth Model of Organizational Buying Behavior.

**(5 × 5 = 25 Marks)**

## SECTION – C

Answer any **two** of the following questions. Each question carries **15** marks.

19. Explain the various methods for promotion of Industrial products.
20. Explain the varied types of pricing.
21. Explain in detail the various types of Industrial products.
22. Explain the various industrial product decisions.

**(2 × 15 = 30 Marks)**

