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MS – 459

VI Semester B.B.M. Examination, May/June 2014
(Semester Scheme) (Fresh) (2013-14 Only)

BUSINESS MANAGEMENT

6.5 : E2 : Paper – 4 : Marketing of Industrial Goods

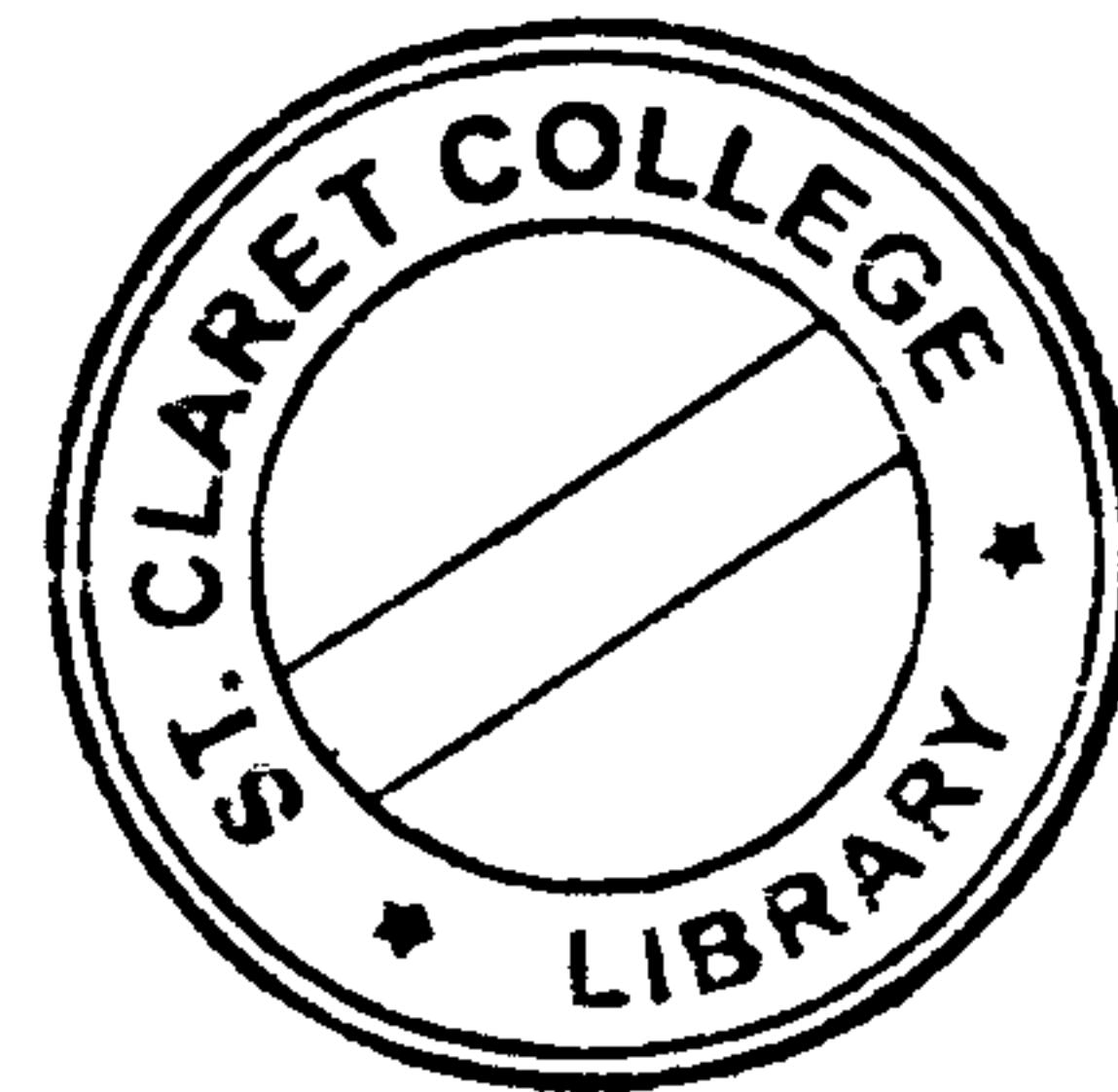
Time : 3 Hours

Max. Marks : 100

Instruction: Answer should be written in **English only**.

SECTION – A

- I. Answer **any eight** sub-questions. **Each** sub-question carries **two** marks. (8×2=16)
- Define Industrial goods.
 - What is franchising ?
 - Give the meaning of fabricating.
 - What is quality control ?
 - What is buying committee ?
 - What is quality assurance ?
 - What is purchase system ?
 - What is competitive bidding ?
 - What is market intelligence ?
 - What is pricing policy ?



SECTION – B

- II. Answer **any three** questions. **Each** question carries **eight** marks. (3×8=24)
- 2) Explain in detail industrial marketing channels.
 - 3) What is meant by demand ? Explain different types of demand for industrial goods.
 - 4) Explain the importance of purchasing system.
 - 5) Explain the importance and limitations of sampling.
 - 6) Explain in brief the pricing process for industrial goods.

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SECTION – C

III. Answer **any four** of the following. **Each** question carries **fifteen** marks. (4×15=60)

- 7) Explain the steps involved in quality control.
 - 8) Explain the evaluation process of intelligence marketing system.
 - 9) Explain in brief the pricing process for industrial goods.
 - 10) Explain the various factors that influence channel choice.
 - 11) What is strategic control ? Explain the significance and types of strategic control.
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