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**SX/S-6/UG(P) —  
BBA (XXIX) M**

**2017**

**Time : 3 hours**

**Full Marks : 70**

**Candidates are required to give their answers in  
their own words as far as practicable.**

**The questions are of equal value.**

**Answer any seven questions.**

1. Of the several basis differences between Industrial and Consumer Marketing, which from your point of view would have the most significant impact on the development of Marketing strategies ? Why ?
2. Contrast between Business Market and Consumer Market.

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( Turn over )

3. Explain the characteristics of customers in the business market.
4. Explain the role of DMU in Industrial buying.
5. Successful Industrial market segmentation may often depend on the marketer's ability to identify key characteristics influencing purchasing preferences. Is it possible, then, to identify key characteristics along the variables of age and experience of key decision makers.
6. Describe the major strengths and weaknesses of new product committees and new product departments. Which is your personal preference and why ?
7. "The typical manufacturing firm is neither organized nor motivated to perform the tasks normally assigned to distributors." Explain why you agree or disagree with this statement.
8. In what areas of activity and attitude is it most essential that manufactures be compatible with their representatives ?

9. Write short notes on any **three** of the following :
  - (a) Derived Demand in B2B Marketing
  - (b) Role of Initiator in Business Buying
  - (c) Industrial Product Life Cycle
  - (d) Factors of Effective Market Segmentation
10. What, in your opinion, are the most important conclusions to draw from the environment of industrial marketing ?

