

Roll No.

Y – 2851

B.B.A. (Sixth Semester) EXAMINATION,

May/June-2021

Paper – 604

INDUSTRIAL MARKETING

Time : Three Hours

Maximum Marks : 40

Minimum Pass Marks : 16

Note—Attempt *all* questions. All questions carry equal marks.

Unit-I

1. Compare and contrast industrial and consumer marketing. 8

Unit-II

2. Who are industrial customers ? Elaborate their characteristics. 8

Unit-III

3. What is strategic planning in industrial marketing ? Explain. 8

Unit-IV

4. Explain industrial product life cycle. 8

Unit-V

5. Elaborate promotion mix of industrial marketing. 8

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