

2026

BUSINESS ADMINISTRATION — HONOURS

Paper : BBAA-603-CC15 M

(Industrial Marketing)

(Business-to-Business Marketing)

Full Marks : 75

The figures in the margin indicate full marks.

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

Group - A

1. Answer **any ten** questions from the following :

2×10

- (a) What is meant by B2B marketing? Give one example.
- (b) Give two key differences between industrial and consumer marketing.
- (c) What is 'problem recognition' in organizational buying?
- (d) Who is a 'gatekeeper' in a buying centre? Give one example.
- (e) State the features of B2B.
- (f) What is meant by 'service component' in industrial products?
- (g) Define personal selling in industrial marketing.
- (h) What is meant by 'sales territory design'?
- (i) What is a producer market? Give one example.
- (j) State any two scope of industrial marketing.
- (k) What role does an 'influencer' play in B2B buying?
- (l) How do interpersonal factors influence organizational buying? Give one point.
- (m) Why is branding difficult for industrial products? Give one reason.
- (n) What is value-based pricing in industrial markets?
- (o) Define ethics in industrial marketing.
- (p) What do you mean by Institutional buyer?

Please Turn Over

(4530)

Group - B

5×5

2. Answer **any five** questions :

- Explain the concept and scope of industrial marketing. How is B2B marketing different from B2C marketing in terms of buyers and buying motives?
- Differentiate between users, buyers and deciders in a buying center. Why does conflict occur between these roles?
- Discuss the process of market segmentation, targeting and positioning in B2B markets.
- Explain the different methods of compensating an industrial sales force. Compare salary, commission and bonus plans.
- Discuss joint demand and inelastic demand in industrial markets. Why does demand for industrial goods fluctuate more than consumer goods?
- Explain Modified Rebuy with examples. What marketing challenges does it create for in-suppliers and out-suppliers?
- Explain the product life cycle for industrial goods and services. What marketing strategies are used in the introduction decline stages?
- Discuss the qualities and skills required for an effective industrial salesperson.

Group - C

Answer **any three** questions.

- Explain the various types of industrial markets : Producer, Reseller, Government and Institutional markets. Discuss the unique buying characteristics and marketing implications for each type. 5+5
- "Organisational buying behaviour is more rational, complex and multi-personal than consumer buying". Discuss this statement with reference to buying center roles, buying situations and influencing factors. 10
- Discuss channels of distribution for industrial products. Compare direct sales, industrial distributors and agents. Explain the role of logistics and supply chain management in channel selection. 3+3+4
- Critically compare competitive bidding and value-based pricing in industrial markets. Explain the process, advantages, disadvantages and suitability of each with examples. When should a firm avoid cost-plus pricing? 8+2
- Write short notes on (**any two**) : 5×2
 - Negotiation in B2B
 - Pricing strategy in Industrial Market
 - Ethics in Industrial Marketing.