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Register Number:

Name of the Candidate:

**B.B.S/B.Com. (BUSINESS STUDIES) DEGREE EXAMINATION,
May 2015**

(THIRD YEAR)

(GROUP-B)

741: INDUSTRIAL AND SERVICES MARKETING

(Old Regulation)

Time: Three hours

Maximum: 100 marks

Answer any FIVE questions

(5×20=100)

1. What is meant by Industrial Marketing? Explain its scope and importance.
2. What are the differences between Industrial and consumer marketing?
3. What is buyer behaviour? Explain the characteristics of Industrial buyer behaviour?
4. Discuss the purchasing system in Industrial Market.
5. List the various strategies involved in Industrial distribution.
6. Explain the role of advertising in the promotion of Industrial products.
7. What is Service? Explain its classifications.
8. Explain the various benefits of Market Segmentation in the Services Market.
9. What is Marketing of Services? State the essential of Services Marketing.
10. Explain the challenges faced by the banking services industry in India.
