

2. To price initially very high and lowering it down later is Penetration pricing
3. Pricing based on perceived quality of products is called as Prestige Pricing
4. Captive product pricing is also called as Sunk Investment Pricing

- | | |
|----------|----------|
| a) 1,2,4 | b) 1,2,3 |
| c) 1,3,4 | d) 2,3,4 |

4. Type of goods that are purchased every day are _____ goods. CO1 [K₁]

- | | |
|----------------|--------------|
| a) Convenience | b) Patronage |
| c) Luxury | d) Shopping |

5. Assertion (A): Stars denote high market Share and Low market growth, Question marks denote low market share and high market growth. CO3 [K₂]

Reason (R): Cash cows denote High market share and high market growth and the Dogs denote Low market Share Low market growth

- | | |
|---|---|
| a) Both A and R are Individually true and R is the correct explanation of A | b) Both A and R are Individually true but R is not the correct explanation of A |
| c) A is true but R is false | d) A is false but R is true |

6. Marginal cost is otherwise called CO2 [K₁]

- | | |
|----------------|-------------------|
| a) Decremental | b) Total cost |
| c) Incremental | d) demand pricing |

7. Pick the right sequence of cases in the order of Question Marks -Stars – Cash cows – Dogs. CO3 [K₄]

1. Smart Phones
2. Microsoft Office
3. LED Lamps
4. Picture tube Television sets

- | | |
|------------|------------|
| a) 2-3-4-1 | b) 4-1-3-2 |
| c) 3-4-2-1 | d) 1-3-2-4 |

8. In case of _____ demand the price may be fixed high CO4 [K₁]

- | | |
|--------------|--------------|
| a) Inelastic | b) Perennial |
| c) elastic | d) Void |

9. Assertion (A): Undifferentiated Marketing targets the whole market with one offer while Differentiated marketing targets a small share of a large market CO5 [K₂]

Reason (R): Concentrated marketing targets several different market segments and designs separate offers for each

- a) Both A and R are Individually true and R is the correct explanation of A b) Both A and R are Individually true but R is not the correct explanation of A
- c) A is true but R is false d) A is false but R is true
10. The cost of warehousing, transportation, inventory and handling products together is CO5 [K₁]
- a) Manufacturing cost b) Break even cost
- c) Total cost d) Purchasing cost

PART B (10 x 2 = 20 Marks)
(Answer not more than 40 words)

11. Define the concept of Marketing. CO1 [K₂]
12. Define cross elasticity of demand. CO1 [K₁]
13. Recall a few modern purchasing terminologies in practice. CO2 [K₁]
14. Outline the Decision-Making Units in Industrial purchasing. CO2 [K₁]
15. Outline the types of objectives in marketing research. CO3 [K₂]
16. Spell a few Research instruments involved in Marketing. CO3 [K₂]
17. What is Dual pricing? When the manufacturer sells the same product in different prices? CO4 [K₁]
18. List the 4 stages of product life cycle. CO4 [K₁]
19. Identify the significant role of Industrial Logistics system. CO5 [K₃]
20. Spell the tasks of Marketing Logistics. CO5 [K₁]

Answer any FIVE Questions:-
PART C (5 x 14 = 70 Marks)
(Answer not more than 350 words)

21. a) Extend the characteristics of Industrial Marketing. 4 CO1 [K₂]
- b) Distinguish Industrial and Consumer Marketing with examples. 10 CO1 [K₄]
22. Examine the various Models of Organizational buying behavior. 14 CO2 [K₄]
23. Build the important Steps in Marketing Research with suitable industrial cases. 14 CO3 [K₃]
24. a) Deduce the major sources of Marketing Information in Research. 10 CO3 [K₄]
- b) Rephrase the advantages and disadvantages of Marketing research. 4 CO3 [K₂]

25. Analyze the various marketing strategy options available for Industries with relevant case studies. 14 CO4 [K4]
26. Examine economic performances and organize steps involved in channel design process with relevant cases. 14 CO5 [K4]
