**EMBMM-207**

**Second Semester Executive MBA (Marketing Management)**

**Examination Aug/Sep-2015**

**Industrial Marketing**

**Time:-3Hours Max. Marks: - 80**

**SECTION-A**

**Answer any five questions: (6\*5)**

1. What is discriminatory pricing?
2. Write a short note on “The Total-Cost Approach”.
3. Define production concept.
4. Comment on the demographic environment.
5. What do you mean by corporate mission?
6. Comment on the top management status.
7. Briefly analyze the nature of demand.
8. What is “Derived Demand”?

**SECTION-B**

**Answer any two questions: (10\*2)**

1. Evaluate the role of technological environment in marketing decision making.
2. Discuss the product line analysis.
3. Explain the organizational alternatives for new product development.

**SECTION-C**

**Answer any two questions: (15\*2)**

1. Define customer satisfaction. Explain the methods of tracking and measuring customer satisfaction.
2. Write a detail note on the dynamic nature of motivation.
3. How the brand name decision is taken? Discuss the brand strategy decisions. How far should global branding be pushed?