

NATIONAL INSTITUTE OF TECHNOLOGY DURGAPUR**Even Semester End-term Examination, 2021-22****Course Code:**MSO441

Full Marks: 30

Course Name: INDUSTRIAL MARKETING

Time: 1:30 Hours

Question Paper No.: NITDGP/MSO441/ 94

Date of Exam: 29/04/2022

Instructions: Answer all questions. Maximum word limit is 150 per answer

Question No.	Body of the Question	Marks	Mapped CO
1	Why personal selling is mostly the preferred route for industrial products?	6	CO1
2	Industrial marketers often face challenges from look-alike, spell-alike, and smell alike products in the market. Develop an effective promotion campaign to overcome these issues.	6	CO3
3	Why do most industrial research fail to elicit the true scenarios?	6	CO1
4	You are a successful industrial salesperson. Recently after coming home from a 3-day official trip, your 5-year-old daughter wanted to know from you the secrets behind your success. What would you tell her?	6	CO1
5	A purchase committee has been constituted at ABC Engineering College to buy furniture. All HoDs are very excited as they have been requesting to get new furniture for the past several years. Mrs. Das, a long-time secretary of the Director, feels very strongly that the furniture should be made of teak wood and match the old design to maintain symmetry. She also wants that the vendor should provide free cushions for the furniture. Everyone is a little afraid of Mrs. Das because she manages the Director's office very closely and no one gets to the Director without her OK. Mrs. Kumar who has been made the Chairman of the Committee and ultimately chooses which furniture the Department will buy has decided to convene a meeting next week. Mrs. Sahai has been made the treasurer of the committee and given the responsibility of ordering the furniture. Pick from the following four roles of buying center and identify which committee member is fulfilling which role. a) Initiator, b) influencer, c) gatekeeper, and d) decider.	1.5*4=6	CO2

Course Outcomes

CO1: Understand the importance of industrial marketing

CO2: Analyse industrial consumer behaviour

CO3: Formulate effective industrial marketing strategies