



PAY-014-0031006 Seat No. _____

**M. P. M. (Sem. X) (CBCS) (W.E.F. 2014-15 & 2015-16)
Examination**

August / September - 2020

Industrial and Service Marketing

Faculty Code : 014

Subject Code : 0031006

Time : 3 Hours]

[Total Marks : 80

- Instructions :** (1) Attempt three questions from each section.
(2) Questions 1 and 5 are compulsory.
(3) Figure to the right indicates full marks for the respective question.
(4) Draw neat and clean diagram when required.

SECTION-I

1 Answer the following questions : (Any Seven) 14

- (1) Explain the term Target Market with suitable example.
- (2) What is Exchange in marketing?
- (3) Explain Marketing Promotion with Example.
- (4) Describe Service Quality.
- (5) Explain the term B2B with two examples.
- (6) What is Market Segmentation?
- (7) Define the term Product Differentiation.
- (8) Explain the meaning of Industrial Marketing.
- (9) Discuss After sales service with example.
- (10) Explain Marketers & their roles.

2 Answer the following questions :

- (1) Explain meaning and characteristics of Industrial Marketing in detail. **7**
- (2) Differentiate Industrial Marketing Vs. Consumer Marketing. **6**

- 3** Answer the following questions :
- (1) Write a note on Product and Pricing Decisions in Industrial Marketing. **7**
- (2) Discuss the Gap Model in Service Marketing. **6**
- 4** Answer the following questions :
- (1) Discuss in detail People, Process & Physical evidence of service marketing. **7**
- (2) Write a note on Niche Marketing with suitable example. **6**
- SECTION-II**
- 5** Answer the following questions : (Any Two) **14**
- (1) Explain the meaning and characteristics of Service Marketing.
- (2) Write various steps for choosing target market segmentation.
- (3) Discuss in detail: Challenges in Service Marketing.
- 6** Answer the following questions :
- (1) Write a note on Distribution and Promotion decision in Industrial Marketing. **7**
- (2) Explain Service Triangle in detail. **6**
- 7** Answer the following questions :
- (1) Write a Note on Various Dimensions of service quality. **7**
- (2) Discuss the Importance of Industrial marketing. **6**
- 8** Answer the following questions :
- (1) Write a detail note on Scenario of Service sector in India. **7**
- (2) Discuss Factors affecting Service strategy for Path Labs. **6**