

VTU Question Bank**Module I**

1. State the factors required for New Industrial Products? [VTU 09,10,11]
2. Explain New Product Development process? [VTU 10,11,14]
3. Business –to-Business versus Consumer Marketing? Differentiate[VTU 09,10,11]
4. What are the Government activities influencing the Industrial Marketing Environment? [VTU09,11]

Module II

1. What are the Product Strategies for existing products? [VTU10,11,]
2. Explain Buying Situations (Buying grid Model)? [VTU 09,14]

Module III

1. Explain 8 Phases in Buying Decision Process? [VTU 09,11,14]
2. Explain Webster & Wind model of organization buying behavior? [VTU 10,11]

Module-IV

1. Explain Value Analysis developed by GE? [VTU 09,11,12]
2. Explain the Inter Personal Dynamics of Industrial Buying Behavior? [VTU 11,10]
3. What do you mean by Industrial Market Segmentation? Explain [VTU 10,11]

Module V

1. What is your understanding on Strategic Planning in Industrial Marketing? [VTU 10,12]
2. What are the Role of Marketing Research in strategic decision making? [VTU 11,12,13]
3. Difference b/w Consumer & Industrial marketing research? [VTU 10,11,13]
4. What are the basis of industrial Market Segmentation? [VTU 11,12]
5. Explain Target Marketing in Industrial Market Segmentation? [VTU 10,12]

Module VI

1. Explain different Target Market Strategies? [VTU 10,11,12]

2. What are the Criteria in choosing Target Market strategy? [VTU Dec 10,13July11]
3. Write a note on Niche Marketing? [VTU 12,14]
4. Explain Positioning with respect to industrial Marketing? [VTU 11,13]
- 5.Explain the Procedure for Developing a Positioning Strategy: [VTU 10,12]
6. Explain the Industrial Product Life-Cycle Analysis? [VTU 10,11,12]
7. Define Industrial marketing? [VTU 11,14]

Module VII

1. Explain features of the B2B selling process? [VTU 11,13,14]
2. Explain B2C Business to Consumer (or "Consumer")? [VTU 11,13]
3. Define Competitive tendering? [VTU 11,13]
4. Explain Bidding process? [VTU 10,13]
- 5.Explain Non-tender purchasing? [VTU 10,11]
6. Explain a sales strategy/solution selling/technical selling? [VTU 10,13]
7. Explain the key features of a successful industrial sales organization? [VTU 11,12]
8. Write a note on internet and B2B Marketing? [VTU 11,12]

Module VIII

1. Explain Managing a sales force? [VTU 11,12]
2. Explain planning the sales force process? [VTU10,13]
3. Explain the different sales compensation used to motivate sales force? [VTU 14]