

MIS4402: Industrial Marketing

Max Marks: 100

External: 70

Internal: 30

Time: 30mins

Note: - The examiner will set eight questions in all. Question No.1, Comprising of seven short answer type questions, shall be compulsory. In all, the students would be required to attempt five questions. All Questions will carry equal marks.

Objectives

The objective of this course is to lay a foundation for an understanding of the complex dimension of the Industrial Marketing.

Course contents

Nature and scope of International Marketing; Differences between Industrial Marketing and consumer marketing; understanding Industrial Markets; Organizational Customers; Classifying Industrial products; nature of demand in Industrial Markets; Industrial Buyer Behaviour; Industrial Purchasing System; Industrial Marketing Research; Industrial Marketing Strategy; Strategic planning. Assessing Marketing Opportunities, segmentation of Industrial Markets, Product Positioning; Product Decision and Strategies; Industrial Services; Industrial Pricing; Price Determinants, Pricing Policies, Pricing Decisions, Formulating Channel Strategy; Logistics Management; Industrial Marketing Communication; Sales force Management, Advertising and sales promotion.

Suggested readings

1. Kotler Robert R. Industrial Marketing Analysis, Planning and control Englewood Cliffs, New Jersey, Prentice Hall Inc. 1991.
2. Vitell; Business to Business Marketing; Thomson Learning, Mumbai.
3. Harvinder Krishna K, Industrial Marketing, TMH, New Delhi.
4. Corey E Raymond, Industrial Marketing: Cases and concepts, 3rd ed. Englewood cliffs, New Jersey Prentice Hall Inc. 1980.
5. Green AC Business Marketing Boston, Houghton Mifflin, 1990.
6. Hill, Richard etc. Industrial Marketing. Homewood Illinois, Richard D. Irwin, 1973.
7. Wyburn, FE. Industrial Marketing Strategy, 2

Readings In Industrial Marketing

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