

MBA SEMESTER-III

MARKETING GROUP

**MKG 303**

# **INDUSTRIAL MARKETING**



Yashwantrao Chavan  
Maharashtra Open University



**MBA : SECOND YEAR**  
**SEMESTER III**  
**MARKETING GROUP**

## INDUSTRIAL MARKETING

Unit 1	: Basic Of Industrial Marketing	01
Unit 2	: Understanding Industrial Markets	15
Unit 3	: Economic Issues In Industrial Marketing	29
Unit 4	: Industrial Buying Behaviour	43
Unit 5	: Buyer And Seller Relationship	59
Unit 6	: Market Intelligence	73
Unit 7	: Industrial Marketing Research	85
Unit 8	: Strategy Planning In Industrial Markets	97
Unit 9	: Product Development Strategy	113
Unit 10	: Industrial Services	127
Unit 11	: Industrial Goods	139
Unit 12	: Pricing In Industrial Marketing	151
Unit 13	: Industrial Distribution Channel	163
Unit 14	: Industrial Marketing Logistics	177
Unit 15	: Sales Force Manangement In Industrial Markting	187
Unit 16	: Sales Promotions In Industrial Marketing	199
Unit 17	: Personal Selling And Advertisement	213

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## UNIT 7: INDUSTRIAL MARKETING RESEARCH

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### NOTES

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- 7.0 Introduction
  - 7.1 Unit Objectives
  - 7.2 Definition
  - 7.3 Uses of Industrial Marketing Research
    - 7.3.1 Studying the business trends
    - 7.3.2 New Product Studies
    - 7.3.3 Sales quota determination and DD forecasting
    - 7.3.4 Market potential and market share analysis
  - 7.4 Differences in Industrial and Consumer Marketing Research
  - 7.5 Industrial Marketing Research Process
  - 7.6 The Sampling Plan
  - 7.7 Sampling methods
    - 7.7.1 Probability Sampling Methods
    - 7.7.2 Non-probability Sampling Methods
  - 7.8 Summary
  - 7.9 Key Terms
  - 7.10 Questions and Exercises
  - 7.11 Further Reading
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### 7.0 Introduction

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Industrial marketing research helps to identify possible solutions to a particular problem or to arrive at possible outcomes of a situation. This research also useful for to obtain information about competitive intelligence and help in decision support. Apart from these tasks industrial marketing researches have another various tasks also like