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Total Number of Pages: 02

Course: MBA/MBAP

Sub_Code: 18MBA403A/18PTMBA603A

4th / 6th Semester Regular/Back Examination: 2023-24

SUBJECT: B2B MARKETING

BRANCH(S): BA, FM, FM&HRM, GM, HRM, LSCM, MBA, MBA(A&M), MBA(M&F), MM, RM, MBAP

Time: 3 Hours

Max Marks: 100

Q.Code: P538

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions: (2 x 10)

- What are the major differences between business market and consumer market?
- Explain subcontracted service with an appropriate example.
- What is competitive bidding?
- Differentiate between modified rebuy and straight rebuy.
- What does FOB mean in business marketing?
- Give two examples of B2B buying.
- Mention an effective marketing strategy for B2B transportation.
- What is the importance of warehousing in business marketing?
- Briefly explain order processing with a suitable example.
- Highlight two negotiation skills for B2B sales success.

Part-II

Q2 Only Focused-Short Answer Type Questions-(Answer Any Eight out of Twelve) (6 x 8)

- Explain the 5 C's framework for pricing decisions.
- Discuss the various types of business customers in B2B marketing.
- Elaborate on the classification of B2B products with examples.
- How does branding play a significant role in driving B2B sales?
- Why relationship marketing is essential to B2B lead generation?
- Write a short note on tendering and quotation management.
- Elucidate the key activities of logistics management in B2B marketing.
- Discuss recent trends of B2B marketing.
- Explain the factors influencing buying/rebuying of B2B products.
- How does reverse logistics work in business marketing?
- Describe the channel design process of any B2B firm with examples.
- How to develop strategies for success in B2B markets? Explain.

Part-III

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** Explain how business markets Segment, Target and Position their products for the business markets. (16)
- Q4** What are the challenges for selling to a buying center? Explain the roles of participants of a buying center. (16)
- Q5** Discuss the various types of pricing strategies in B2B marketing. (16)
- Q6** Analyze the role of different business channel Intermediaries and justify why their management is paramount to the success of B2B marketing. (16)