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Total Number of Pages: 02

Course: IMBA

Sub_Code: 16IMN1001A

10th Semester Regular Examination 2023-2024

SUBJECT : B2B MARKETING

BRANCH(S): IMBA

Time: 3 Hour

Max Marks : 100

Q.Code: P001

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 is value based segmentation? Explain with example.
- Why targeting is needed?
- Explain the 5 C's framework for pricing decisions.
- What do you understand by reverse logistics?
- State the various types of warehousing.
- Explain the prime Channel objectives.
- State the necessity for tendering.
- Outline the need for sales forecasting.
- What is understood by segmentation based on firmographics?
- State the role of gate keeper in buying Centre.

Part-II

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

- Briefly explain target market selection strategies in an industrial market.
- Discuss the major buying center roles in an organization.
- Explain the value creation in marketing mix pertaining to B2B marketing.
- How do you evaluate the B2B market opportunities? Explain with an example.
- Establish the relationship between pricing and value to the customer.
- Explain the bidding procedure.
- Explain factors which affect Channel Decision for Industrial Products.
- Briefly outline the various elements of promotion mix.
- Enumerate the role of branding in B2B marketing.
- Explain the importance of logistics management in developing an effective marketing plan.
- Explain the factors influencing buying/ rebuying of B2B products.
- State the various stages of marketing research.

Part-III

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

- Q3** Explain how business firms Segment, Target and Position their products for catering to the business markets. **(16)**
- Q4** Illustrate the model of communication process. What are the communication methods used in B2B marketing? **(16)**
- Q5** Why is it said that Pricing is the most complex mechanism, out of all the elements of marketing mix? Discuss the various pricing approaches. **(16)**
- Q6** Discuss the essential elements and the procedural steps in tendering and quotation management. **(16)**