10th Semester Regular/Back Examination: 2022-23
SUBJECT : B2B MARKETING
BRANCH(S): IMBA
Time : 3 Hour
Max Marks : 100
Q.Code: M008
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)
   a)   Why is buying grid important?
   b)   What are the types of business customer?
   c)   Explain business product with a suitable example.
   d)   Outline the steps in B2B buying process.
   e)   How does product positioning work in a business market?
   f)   Briefly explain benefit segmentation in business market.
   g)   Differentiate between tender and quotation.
   h)   Highlight two key activities of reverse logistics in B2B business.
   i)   What is a fulfillment center?
   j)   Mention two negotiation skills which are required in business marketing?

Part-II

Q2   **Only Focused-Short Answer Type Questions-(Answer Any Eight out of**   (6 × 8)
           Twelve)
   a)   Illustrate the buying situations in B2B marketing.
   b)   Describe the differences between B2B and B2C marketing.
   c)   Evaluate the roles of buying center with suitable examples.
   d)   Explain the criteria for effective segmentation in business marketing.
   e)   Discuss the role of branding in business marketing.
   f)   How does a company create value in competitive B2B markets?
   g)   Discuss the strategies to target the business customers.
   h)   How do you build strong relationship with B2B customers?
   i)   Write a short note on inventory management in business marketing.
   j)   Describe the effective warehousing strategies in B2B business.
   k)   Elucidate the methods a B2B firm should follow in order to control cost in
        supply chain management.
   l)   Describe the channel design process of any B2B firm with examples.

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

Q3 Elucidate the internal and external factors that influence the environment of business marketing. **(16)**

Q4 What are the different types of channel intermediaries in business-to-business marketing? Describe the functions performed by the channel partners in business marketing. **(16)**

Q5 Explicate the effective pricing strategies in B2B marketing. **(16)**

Q6 Elaborate the purchase decision making process in business marketing. **(16)**