



**BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY
& MANAGEMENT STUDIES, BHUBANESWAR**

**Semester : 10th Sem. IMBA
Batch : 2020-25
Subject : B 2 B Marketing
Subject Code : 16IMN803A**

**Date : 03.03.2025
Class Test – I
Duration : 1 Hr.
Full Marks : 30**

Section- A

1. Answer any four out of following questions. [4 x 2 = 8]
- a. Provide examples of one B2B product and one B2C product. [CO1]
 - b. What are the three categories of B2B Markets? [CO1]
 - c. What are the three types of Business Products? [CO1]
 - d. What are the three types of buying situations in Business Markets? [CO1]
 - e. Which is more complex; Straight Rebuy or Modified Rebuy? [CO1]

Section-B

2. Answer any two questions out of following [2 x 6= 12]
- a. Briefly give examples of entering good, foundation good, and facilitating good in a hospital like Apollo Hospital, Bhubaneswar. [CO2]
 - b. What is the role of a Gatekeeper in the Buying Centre? Explain with an example. [CO2]
 - c. Are influencers the final decision-makers in a Buying Centre? Explain briefly. [CO2]

Section-C

3. Answer any one out of following questions. [1 x 10= 10]
- a. The backup Diesel generator at organization ABC is not functioning properly. Briefly explain the organizational buying process. Explain your answer in the context of buying a new Diesel Generator. [CO3]
 - b. An MBA institute is planning to buy a new ERP solution to smoothen automatic attendance, updation of marks, and updation of semester fee payment details of all MBA and IMBA students. With the help of a buying centre explain the process institute adopts in buying the ERP solution. [CO4]

All the Best