



BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY &
MANAGEMENT STUDIES
BHUBANESWAR

Semester: 10th Sem. IMBA
Batch : 2019-24
Subject: B 2 B Marketing
Subject Code: 16IMN1001A

Date: 19/02/2024
Class Test: I
Duration: 1 Hour
Full Marks: 30

Section- A

Q1. Answer any four of the following:

[4 X 2 = 8]

1. What is B2B Marketing?
2. What is OEM
3. Give an example of component Part?
4. What is forward integration?

Section- B

Q2. Answer any two of the following:

[2 X 6=12]

1. What are the Characteristics of B2B market?
2. What are the different types Of Industrial Customers?
3. What are the different types of markets?

Section- C

Q3. Answer any one of the following:

[1 X 10]

1. Difference between Business Marketing and Consumer Marketing.
2. The industrial products and services are classified into three broad groups:
 - a) Materials and parts,
 - b) Capital items,
 - c) Supplies and services

Please explain.

All the Best