



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

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

**Date : 15.04.2025
Class Test – II
Duration : 1 Hr.
Full Marks : 30**

Section - A

- 1. Answer any four out of following questions.** [4 x 2 = 8]
- a. What are the benefits of segmenting in B2B markets? [CO1]
 - b. On what criteria is targetting done in B2B markets? [CO1]
 - c. Why is positioning important in B2B markets? [CO1]
 - e. Explain Firmographics? [CO1]
 - e. What is the difference between tender and quotation? [CO1]

Section - B

- 2. Answer any two questions out of following** [2 x 6= 12]
- a. What are the common segmentation criteria used in Business markets? Explain at least three criteria. [CO2]
 - b. On what basis do business companies create differential value in Business Markets? [CO3]
 - c. Briefly explain Reverse Auctions with an example. [CO2]

Section - C

- 3. Answer any one out of following questions.** [1 x 10= 10]
- a. Mahindra Logistics is an important player in business markets. What core function does it carry out and how does it benefit the business customer? [CO4]
 - b. Explain the key aspects of distribution in business markets. Who are the players who are involved in distribution? [CO4]

All the Best