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Total Number of Pages: 02

Course: IMBA
Sub_Code: 16IMN1001A

10th Semester Regular Examination: 2024-25

SUBJECT: B2B Marketing

BRANCH(S): IMBA

Time: 3 Hours

Max Marks: 100

Q.Code: S001

Answer Question No.1 (Part-I) 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) Highlight two primary points of difference between consumer product and industrial product.
- b) What is horizontal marketing system?
- c) Why is bidding required?
- d) State the types of warehouses.
- e) What is value proposition?
- f) State the benefits of segmentation in B2B marketing.
- g) What is understood by buying center?
- h) What is modified re-buy?
- i) Differentiate between inbound and outbound logistics.
- j) What is reverse logistics?

Part-II

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

- a) What is buying grid? State the elements of buying grid.
- b) What do you understand by target market? What are the criteria for selection of target market?
- c) Discuss the elements of promotion mix.
- d) Enumerate the functions of distribution channel.
- e) Enumerate the steps in a personal selling process.
- f) Differentiate between positioning and repositioning. With suitable industrial example substantiate the importance of positioning in B2B marketing.
- g) Differentiate between organizational buying behavior and consumer buying behavior.
- h) Briefly outline the ways to control cost in SCM.
- i) Enumerate the role of branding in B2B marketing.
- j) How value can be created in marketing mix?

- k) State the composition of a Business Centre and their respective roles in the business Centre.
- l) State the objectives and factors influencing pricing.

Part-III

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

(16x2)

- Q3** Why environmental analysis is required prior to the formulation of marketing strategy? Elucidate the various environmental factors a business firm encounter. **(16)**
- Q4** Explain buyers' decision process approach with purchase of generator as an industrial product. **(16)**
- Q5** Explain the fundamental elements and the procedural steps in tendering and quotation management. **(16)**
- Q6** How can B2B marketing managers make use of the changing technology to increase the customer base? Discuss. **(16)**