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

**Semester : 10th Sem. IMBA
Batch : 2021-26
Subject : B 2 B Marketing
Subject Code : 16IMN1001A**

**Date : 09.02.2026
Class Test : I
Duration : 1 Hr.
Full Marks : 30**

Section- A

1. **Answer any four out of following questions.** [4 x 2 = 8]
- a) Write different types of business customers? [CO1]
 - b) State the different types of business products. [CO2]
 - c) What is meant by Firmographics segmentation? [CO2]
 - d) State the primary difference between consumer product and industrial product. [CO3]
 - e) What is the difference between Straight Rebuy and Modified Rebuy? [CO1]

Section-B

2. **Answer any two questions out of following** [2 x 6= 12]
- a) Explain the elements of Buying grid. [CO2]
 - b) Briefly explain what are the various Roles in buying centre. [CO2]
 - c) Difference between organizational buying behavior and consumer buying behavior. [CO3]

Section-C

3. **Answer any one out of following questions.** [1 x 10= 10]
- a) Explain the significance of B2B Marketing in terms of its contributions to overall business eco-system. Furnish suitable examples wherever possible. [CO4]
 - b) Explain in detail the Buyer's decision process approach for purchase of an industrial goods such as solar panel for an organization. [CO3]

All the Best