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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 : 07.04.2026
Class Test : II
Duration : 1 Hr.
Full Marks : 30

Section-A

1. **Answer any four out of following questions.** [4 x 2 = 8]
- a) Briefly explain benefit segmentation in B2B Marketing. [CO2]
 - b) State the differences between Tender and Quotation. [CO1]
 - c) What is the importance of Reverse Logistics in B2B business? [CO2]
 - d) Outline the steps in Buying process in B2B. [CO2]
 - e) State the various types of Warehousing. [CO1]

Section-B

2. **Answer any two questions out of following** [2 x 6= 12]
- a) Explain the importance of logistics management in B2B business success. [CO2]
 - b) Discuss the role of branding in B2B marketing. [CO2]
 - c) Elaborate the significance and objectives of inventory management in B2B. [CO3]

Section-C

3. **Answer any one out of following questions.** [1 x 10= 10]
- a) Discuss the various Pricing approaches and strategies in B2B marketing. Give industry examples in different sectors. [CO3]
 - b) Briefly explain in detail how B2B marketing contributes to growth of customer base, leveraging on changing technologies for the current modern economy. [CO3]