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Total Number of Pages: 02

Course: MBA/ IMBA/ MBAP

Sub Code:18MBA403A/ 16IMN1001A/ 18PTMBA603A

4th / 6th / 10th Semester Regular/Back Examination: 2025-26

SUBJECT: B2B MARKETING

BRANCH: BA, GM, MBA, IMBA, MBA(PT)

Time: 3 Hours

Max Marks: 100

Q.Code: V112

Answer Q1 (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)
- Name any two types of business products.
 - Define organizational buying behavior.
 - List any two roles in a buying center.
 - Outline any two criteria used for segmenting business markets.
 - What is the buying grid framework?
 - Define marketing mix in B2B context.
 - What is meant by differential value creation?
 - What is reverse logistics?
 - Highlight two functions of distribution channels.
 - What is meant by order processing in logistics?

Part-II

- Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)** (6 x 8)
- Analyze the key differences between Business Marketing and Consumer Marketing.
 - Elucidate the business market environment and its components.
 - Discuss the buying grid model with suitable examples.
 - Describe the different types of business products.
 - Discuss the positioning strategies used in B2B marketing.
 - Elucidate company characteristics as a basis for segmentation.
 - Explain how firms create value for business customers.
 - Analyze the impact of relationship marketing on business performance in B2B marketing.
 - Explain the role of distribution management in business marketing.
 - Evaluate different channel design strategies used in B2B marketing.
 - Discuss inventory management and its importance in B2B marketing.
 - Analyze cost control techniques in supply chain management.

Part-III

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

- Q3 Elucidate the stages of the B2B buying decision-making process in detail. (16)
- Q4 Evaluate the different pricing strategies adopted in B2B marketing. (16)
- Q5 Discuss tendering, quotation, and negotiation processes in B2B marketing. (16)
- Q6 Critically analyze the role and importance of branding in B2B marketing. (16)