



BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES
4th SEMESTER (BATCH 2018-20)
CLASS TEST - I

B2B Marketing (18MBA403A)

Total Marks : 15

Time: 1 Hour

(Answer as per the instruction given in each question)

Q1. Answer all the following :

(5X1=5)

1. What is VMS?
2. What is Buying Centre?
3. What is e-biz?
4. Kinds of Business Buyers
5. What is Sub contracted Service

Q2. Answer any two of the following questions briefly.

(2X2½=5)

1. Discuss various Business channel Intermediaries
2. What is a channel Conflict? Why does it happen? How is it managed?
3. Develop STP strategy for a wholesaler selling garments to retailers

Q3. Answer any one of the question elaborately.

(1X5=5)

1. Distinguish between B2B and B2C marketing, specifying their characteristics in detail.
2. Detail out the buying process of an aluminum utensils manufacturer from a company like NALCO.



BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES
4th SEMESTER (BATCH 2017-19)
CLASS TEST - I

B2B Marketing (MNG 404D)

Total Marks : 15

Time: 1 Hour

(Answer as per the instruction given in each question)

Q1. Answer all the following :

(5X1 Mark)

1. What is VMS?
2. What is Buying Centre?
3. What is e-biz?
4. Kinds of Business Buyers
5. What is Sub contracted Service

Q2. Answer any two of the following questions briefly.

(2X2½ Marks)

1. Discuss different Business channel Intermediaries
2. What is a channel Conflict? Why does it happen? How is it managed?
3. Develop STP strategy for a wholesaler selling garments to retailers

Q3. Answer any one of the question elaborately.

(1X5 Marks)

1. Distinguish between B2B and B2C marketing, specifying their characteristics in detail.
2. Detail out the buying process of an aluminum utensils manufacturer from a company like NALCO.



BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES
4th SEMESTER (BATCH 2016-18)
CLASS TEST - I

B2B Marketing (MNG 404D)

Total Marks : 15

Time: 1 Hour

(Answer as per the instruction given in each question)

Q1. Explain the Terms:

(5X1 Mark)

- a) B2B website
- b) Business market
- c) Switching cost
- d) Straight rebuy
- e) E-Procurement

Q2. Answer any two of the following questions briefly.

(2X2½ Marks)

- a) How B2B marketing does differ from consumer marketing?
- b) How to manage the B2B services in Indian market?
- c) Discuss the importance of B2B distribution channel.

Q3. Answer any one of the question elaborately.

(1X5 Marks)

- a) Discuss the capital goods marketing strategy in India.
- b) Discuss the focus area of B2B market segmentation.



BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES
4th SEMESTER (BATCH 2015-17)
CLASS TEST - I

B2B Marketing (MBA-404D)

Total Marks : 15

Time: 1 Hour

(Answer as per the instruction given in each question)

Q1. Explain the Terms:

(5X1 Mark)

- a) B2B website
- b) Business market
- c) Switching cost
- d) Straight rebuy
- e) E-Procurement

Q2. Answer any two of the following questions briefly.

(2X2½ Marks)

- a) How B2B marketing does differ from consumer marketing?
- b) How to manage the B2B services in Indian market?
- c) Discuss the importance of B2B distribution channel.

Q3. Answer any one of the following question elaborately.

(1X5 Marks)

- a) Discuss the capital goods marketing strategy in India.
- b) Discuss the focus area of B2B market segmentation.
