



**BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES**  
**4<sup>th</sup> 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 Mark)**

**Q2. Answer any two of the following questions briefly.**

**(2X2½ Marks)**

**Q3. Answer any one of the question elaborately.**

**(1X5 Marks)**

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# **BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES**

**4<sup>th</sup> SEMESTER (BATCH 2017-19)**

## **CLASS TEST - II**

### **B2B Marketing (MNG 404D)**

**Total Marks : 15**

**Time: 1 Hour**

*(Answer as per the instruction given in each question)*

**Q1. Answer all the following:**

**(1x5=5)**

- a) What is VMS?
- b) What is Buying Centre?
- c) What is e-biz?
- d) Kinds of Business Buyers
- e) What is Sub contracted Service

**Q2. Answer any two of the following questions briefly.**

**(2½x2=5)**

- a) Discuss different Business channel Intermediaries
- b) What is a channel Conflict? Why does it happen? How is it managed?
- c) Develop STP strategy for a wholesaler selling garments to retailers

**Q3. Answer any one of the question elaborately.**

**(5x1=5)**

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

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**BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES**  
**4<sup>th</sup> SEMESTER (BATCH 2016-18)**  
**CLASS TEST - II**

**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) Niche in B2B segment
- b) Supplier Buyer relation
- c) Perceptual Mapping
- d) Straight rebuy
- e) Business Culture in B2B buying

Q2. Answer the following questions briefly. (2X2½ Marks)

- a) Should we do push marketing or pull strategy in B2B marketing? Justify.
- b) Should we devote time and/or budget to social media? Justify.
- c) What are some of the primary tactics used for lead generation today?

Q3. Answer the question elaborately. (1X5 Marks)

- a) Discuss the B2B market challenges in India.
- b) How does Break Even Analysis help price decision?

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**BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES**  
**4<sup>th</sup> SEMESTER (BATCH 2015-17)**  
**CLASS TEST - II**

**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) Niche in B2B segment
- b) Supplier Buyer relation
- c) Perceptual Mapping
- d) Straight rebuy
- e) Business Culture in B2B buying

**Q2. Answer the following questions briefly.**

**(2X2½ Marks)**

- a) Should we do push marketing or pull strategy in B2B marketing? Justify.
- b) Should we devote time and/or budget to social media? Justify.
- c) What are some of the primary tactics used for lead generation today?

**Q3. Answer the question elaborately.**

**(1X5 Marks)**

- a) Discuss the B2B market challenges in India.
- b) How does Break Even Analysis help price decision?

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