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IMBA  
16IMN1001A

10<sup>th</sup> Semester Regular Examination: 2021-22

B2B MARKETING

BRANCH(S): IMBA

Time : 3 Hour

Max Marks : 100

Q. Code : J035

Answer Question No.1 (Part-1) 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 :

(2×10)

- State the benefits of segmentation in B2B marketing.
- Highlight two primary points of difference between consumer product and industrial product.
- What is understood by buying center?
- Differentiate between inbound and outbound logistics.
- How modified re-buy is different from straight re-buy?
- What is horizontal marketing system?
- What do you understand by reverse logistics?
- State the concept of value proposition.
- Why bidding is required in B2B scenario?
- State the types of warehouses.

Part-II

Q2

Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6×8)

- Discuss the elements of promotion mix.
- What is buying grid? State the elements of buying grid.
- Enumerate the functions of distribution channel.
- What do you understand by target market? What are the criteria for selection of target market?
- Enumerate the steps in a personal selling process.
- Differentiate between positioning and repositioning. With suitable industrial example substantiate the importance of positioning in B2B marketing.
- Differentiate between organizational buying behavior and consumer buying behavior.
- Briefly outline the ways to control cost in SCM.
- Enumerate the role of branding in B2B marketing.
- How value can be created in marketing mix?
- State the composition of a business centre and their respective roles in the business centre.
- State the objectives and factors influencing pricing.

### Part-III

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

- Q3** 258 Discuss the importance of studying business environment and market. Explain the various environmental factors that a firm faces (16) 258
- Q4** Explain buyers' decision process approach with purchase of lathe machine as a product. (16)
- Q5** Discuss the need and importance of logistics management in industrial marketing. How could channel integration be planned? (16)
- Q6** Discuss the essential elements and the procedural steps in tendering and quotation management. (16)