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Total Number of Pages : 02

MBA
15MNG404D

4th Semester Regular / Back Examination 2018-19

B2B MARKETING

BRANCH : MBA

Max Marks : 100

Time : 3 Hours

Q.CODE : F458

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

Only Short Answer Type Questions (Answer All-10)

(2 x 10)

- Derived demand is crucial to formulate any marketing strategy or plan for any marketer of industrial goods. How?
- Write a brief note on value creation through marketing-mix in the context of B2B marketing?
- Differentiate the buyers of industrial goods from the buyers of consumer goods?
- Differentiate 'modified rebuy' from 'straight rebuy'?
- What is 'early supplier involvement (ESI) programme'?
- What are the suitable criteria of segmentation for the industrial market, if the marketer is a water pump manufacturer in Indian scenario?
- What are the major functions, the distribution channel of the industrial product marketers generally performs?
- State important roles of logistic management in the industrial product marketing?
- Briefly explain the order processing, if the customer is a Government department and purchasing the office stationary products from a private limited company?
- Give two different examples of 'zero level channel' and any 'multi-level channels' in the context of industrial-product distribution management?

Part- II

Q2

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

(6 x 8)

- Make a detail classification of industrial products with appropriate examples?
- Explain the nature of Industrial products. Which nature(s) are important to gain advantages over competitors in Indian market?
- Differentiate Vertical Marketing System (VMS) from Horizontal Marketing System (HMS) with appropriate examples?
- Explain various types of buying situations with appropriate examples.
- What do you mean by 'value added resellers'? Differentiate it from 'commission merchants' in the context of B2B marketing
- Explain the need and importance of logistic management for the B2B marketing taking help any Indian cases.
- What are various types of buyer-seller relationships that generally establish through the marketing of industrial products? Explain with appropriate examples.
- Explain step-by-step process of buying decision making process while purchase action is undertaken by an organizational buyer?
- Explain various types of channel conflicts that generally arise for the B2B marketing in Indian scenario. Suggest some solutions or strategies to solve the above said conflicts.
- Define positioning. Explain various types of positioning strategies for the industrial product. Which positioning strategy / strategies are appropriate for agri-farming products in Indian scenario?

- k) Do you think analysis of marketing environment is important for every industrial product marketer? Justify your answer along all possible environmental elements.
- l) Do you think that inventory management for industrial product is important in the today's e-commerce era? Justify your answer with the help of a systematic inventory management system.

Part-III

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

Q3 Suppose a well-established electric product manufacturer is newly producing the large water-pump set. This company is now trying to build a distribution channel for Indian market. The company has decided to spend less in the promotional activities of the above said new product. As a management consultant, propose the company the appropriate process of designing the distribution channel with appropriate criteria keeping in view the above said situation. (16)

Q4 Suppose a fire-extinguisher company is successful in the north-India and want enter the south-Indian markets. It is producing high-cost products in comparison to the competitors of the south-India. This company do want to make any partnership with any other company for the marketing of its product. In this context, explain the criteria or bases segmentation and the criteria of selecting the target market for the above said industrial product? (16)

Q5 Explain the Buying- Grid model. How the Buying-Grid model is different from its competing models in the industrial marketing context? (16)

Q6 Write short-notes on : (16)

a) Reverse Logistics

b) Buying Centre

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MBA
15MNG404D

4th Semester Regular / Back Examination 2017-18

B2B MARKETING (BBM)

BRANCH : MBA

Time : 3 Hours

Max Marks : 100

Q.CODE : C311

Answer Question No 1 and 2 are compulsory and any four from the rest
The figures in the right hand margin indicate marks.

Q1. Answer the following questions :

(2 x 10)

- a) B-2-B marketing deals with-----
 - (a) House wife buying vegetable from Green Grosser
 - (b) A child buying ice cream from the ice cream push-cart
 - (c) Orient Electric buying bearings to manufacture fans
 - (d) None of the above
- b) Semi manufactured items are-----
 - (a) Industrial Goods
 - (b) Convenience Goods
 - (c) Consumer Goods
 - (d) Rejected Goods
- c) A capital-investment Product is an example of-----
 - (a) Soft Goods
 - (b) White Goods
 - (c) Specialty Goods
 - (d) Industrial Product
- d) B-2-B Marketing involves-----
 - (a) Efficient Management of Inventory
 - (b) Getting products faster to the market
 - (c) Cutting paper work cost
 - (d) All of the Above
- e) e-Procurement is an advantage of-----
 - (a) Net based business procurement
 - (b) People buying in Hatas or Flea Market
 - (c) Both
 - (d) None
- f) e-tendering is a kind of-----
 - (a) B-2-G activity
 - (b) B-2-C activity
 - (c) B-2-B activity
 - (d) C-2-C activity
- g) Cost Control in SCM is possible by-----
 - (a) Breaking the supply chain into essential elements
 - (b) Putting money into it depending on the need of the broken elements
 - (c) Judicious investment in SCM
 - (d) All of the Above

- h) A strong B-2-B parameter is-----
 - (a) Customer Relationship Management
 - (b) Ignore customers, as you mostly do not see them
 - (c) Can play with the quality of consignment
 - (d) Competition is unimportant
- i) Total share of B-2-B marketing in the world is-----
 - (a) 2/3rd
 - (b) 1/3rd
 - (c) 1/10th
 - (d) 1/100th
- j) B-2-B sales time takes-----
 - (a) Short period
 - (b) Long period, even months
 - (c) Hardly any time
 - (d) Depending on Net speed

Q2. Answer the following questions :

(2 x 10)

- a) What is STP in B-2-B?
- b) What is a Business Product?
- c) What is a Subcontracted Service?
- d) What do you understand by HMS?
- e) What is understood by Minimum Inventory Level?
- f) Who is an Industrial Buyer?
- g) What is a Buying Grid?
- h) What is Channel Management?
- i) What kind of business a builder building an apartment complex is into?
- j) What is Reverse Logistic?

Q3. Distinguish between B-2-B and B-2-C marketing, specifying their characteristics in detail. (15)

Q4. Detail out the business buying process of an aluminium utensils manufacturer from a company like NALCO. (15)

Q5. Develop an STP strategy for a wholesaler selling garments to retailers. (15)

Q6. It is said, "Relationship Development is the Key to B-2-B Business." Why? Justify your answer with critical analysis. (15)

Q7. Analyze the role of different Business Channel Intermediaries and justify why their management is paramount to the success of B-2-B marketing. (15)

Q8. Answer any TWO :

(7½ x 2)

- a) e-biz
- b) VMS
- c) Kinds of Business Buyers



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MB/
15MNG404I

4th Semester Regular Examination 2016-17
B2B Marketing (BBM)

Branch: MBA

Time: 3 Hours

Max Marks: 100

Q.CODE:Z759

Answer Q No.1 and QNo 2 which is compulsory and any five from the rest.
The figures in the right hand margin indicate marks.

- Q1** **Answer the following questions:** **(2x10)**
- (i) An example of traditional B2B market is-----
- a. Green grosser selling to households
 - b. Automobile manufacturing
 - c. Passengers flying Air India
 - d. Doctors treating patients
- (ii) Business Customers are-----
- a. Housewives
 - b. Fan manufacturers
 - c. Lassi or Soft Drink Drinkers
 - d. All of the Above
- (iii) Business Marketing Environment constitutes-----
- a. Competitors
 - b. Economy
 - c. Technology
 - d. All of the Above
- (iv) HMS involves-----
- a. Pleasant and Effective Customer Experience
 - b. Quality Customer Contact
 - c. Live Chat on social Media
 - d. All of the Above
- (v) Cost Control in SCM involves-----
- a. Break the chain down into essential elements
 - b. Don't put money into it
 - c. Withdraw investment in SCM
 - d. None of the Above
- (vi) STP activities in B-2-B Marketing are-----
- a. Targeting customer with identical needs
 - b. Differentiating Groups of Customers
 - c. Identifying different groups of Business Buyers
 - d. None of the Above
- (vii) Business Products are-----
- a. Raw Materials
 - b. Consulting Services
 - c. Garage Equipment
 - d. All of the Above

None of the Above

(viii) Industrial Customer is-----

- a. Agriculturist
- b. College Student
- c. Professor
- d. All of the above

(ix) Inventory Management is-----

- a. Stock is available when needed
- b. Maintaining minimum stock to save money
- c. Keep maximum stock to avoid risk
- d. None of the Above

(x) Channel integration involves-----

- a. Consolidating customer information
- b. Different channels criss crossing
- c. Avoidance of channels
- d. None of the Above

Q2 Answer the following questions:

(2x10)

- a) What is Buying Grid?
- b) What is VMS?
- c) What do you understand by Reverse Logistics?
- d) What is B-2-G Marketing?
- e) What is Business Market?
- f) What is e-biz?
- g) What is click-through rate?
- h) What is a Buying Center?
- i) What is Channel Conflict?
- j) Who is a Business Customer?

Q3 Explain marketing – Business vs. Consumer. Justify your answer with proper examples.

(15)

Q4 Laydown the Business Buying Process of a company that deals in books of fiction and sells them to book retailers.

(15)

Q5 How can relationship be developed in B-2-B marketing for high performance? Support your answer with proper example(s).

(15)

Q6 What is Logistics Management? Why is it important in Business Marketing? Justify your answer.

(15)

7Q Discuss the different Business Channel Intermediaries with their importance for different kinds of Business-2-Business situations.

(15)

Q8 Write notes on any THREE:

(5x3)

- a) Types of Business Products
- b) Value Creation in marketing Mix
- c) Channel Structure and Intensity
- d) Cost Control in S.C.M.