

Registration No.:

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Total Number of Pages: 02

Course: MBA  
Sub\_Code: 18MBA403A

4<sup>th</sup> Semester Regular/Back Examination, 2025

SUBJECT: B2B Marketing

BRANCH(S): BA, FM, FM&HRM, GM, HRM, IB, LSCM, MBA, MBA (A & M), MBA (M & F), MM, RM

Time : 3 Hours

Max Marks: 100

Q.Code: S163

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 x 10)

- a) Illustrate the importance of B2B marketing
- b) Differentiate between Business market and consumer market
- c) What do you understand by reverse logistics?
- d) Differentiate between straight re-buy and modified re-buy.
- e) How can marketers build customer relationships in B2B?
- f) What is the importance of advertising in B2B market?
- g) Why is tendering required?
- h) What is price bid?
- i) Discuss briefly about buying roles in B2B buying.
- j) What is understood by firmographics?

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- a) Explain how Business Buyers can be engaged with digital and social media.
- b) What skill sets and competencies are required to the buying centre in B2B manufacturer?
- c) How can segmentation of business market be done?
- d) What do you understand by positioning? What are the criteria for making a good positioning strategy?
- e) Explain CRM strategies which can be used for Business markets?
- f) B2B marketing is more complex than B2C marketing. Comment.
- g) Evaluate how the buying behavior is likely to be different in the Commercial offices from individual households.
- h) Discuss the composition of a business Centre and their respective roles in the business Centre.

- i) What are the challenges for selling to a buying centre?
- j) Discuss the importance and factors influencing pricing in B2B markets.
- k) Sales promotion can be targeted to different customer categories in B2B marketing. Comment
- l) Explain various elements of IMC in Business marketing communication and their significance

**Part-III**

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

**(16 x 2)**

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| <b>Q3</b> | Explain the factors affecting industrial buying behaviour. Discuss the buyers' decision process approach with suitable examples.           | <b>(16)</b> |
| <b>Q4</b> | Branding plays a crucial role in B2B marketing, Comment. Develop a business channel strategy for a packaged bottling manufacturer.         | <b>(16)</b> |
| <b>Q5</b> | How do you measure the success of a B2B market campaign? Describe your experience while developing and executing B2B marketing strategies. | <b>(16)</b> |
| <b>Q6</b> | How can B2B marketing manager make use of the changing technology to increase the customer base?   | <b>(16)</b> |