

Roll No.

12751

**MBA 2 Yr. 4th Semester
New Scheme 2019-20
Examination – July, 2022**

B2B MARKETING

Paper : 20IMG24C1

Time : Three hours]

[Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : Section A contains eight short answer type questions of two marks each. All the questions are **compulsory**. Section B attempt **four** questions in all, selecting **one** question from each unit. All questions carry equal marks.

SECTION – A

1. Answer the following :

- (a) Buying teams
- (b) Network analysis
- (c) Supply chain
- (d) Marketing planning

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- (e) Bid pricing
- (f) SEO marketing
- (g) Personal selling
- (h) B2B pricing

SECTION – B

UNIT – I

2. What is market opportunity identification ? Explain its importance. How do you identify and evaluate market opportunity ?
3. What is the concept of consumer buying process ? Explain the stages involved in consumer buying process.

UNIT – II

4. What is supply chain power ? Discuss the impact of environmental changes on supply chain management.
5. Explain the term strategy. What are the purposes of strategy ? Discuss different approaches related to strategy.

UNIT – III

6. What is product marketing management ? Explain the components of product management. How managers manage business marketing channels ?

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7. Enlist different pricing strategies for an organization. Explain any *three* of them in detail.

UNIT – IV

8. What do you mean by business marketing communication ? Explain the types of marketing communication. Why effective communication is necessary for B2B marketing ?
9. Discuss the concept of relationship communication. Explain the steps involved in relationship communication process.

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