

Roll No. _____

12751

**MBA 2 Yr. 4th Semester
(New Scheme) CBCS
Examination – February, 2022**

B 2 B MARKETING
Paper : 201MG24C1

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 : Attempt *five* questions in all, selecting *one* from each Unit. Questions No. 1 is *compulsory*. All questions carry equal marks.

1. Write short notes on the following : 2 × 8 = 16
- (a) Define B2B Marketing.
 - (b) What do you mean by strategic market planning.
 - (c) Define network analysis.
 - (d) Types of personal selling.
 - (e) Define direct marketing.

- (f) Define business marketing communication.
- (g) Define customer relationship management.
- (h) Define purpose of strategy.

UNIT - I

- 2. Discuss in detail B2B marketing communication and also analyse market opportunity identification analysis and evaluation. 16
- 3. Write a detailed note on relationship management strategies for business markets. 16

UNIT - II

- 4. Discuss in detail environmental changes impacting supply chain power. 16
- 5. What do you mean by business market strategy and also describe strategic market planning, purpose and approaches? 16

UNIT - III

- 6. Write short notes on :
 - (a) Managing products for business markets 8
 - (b) Managing business market channels 8
- 7. What do you mean by key account management and describe in detail relational aspects of business to business pricing? 16

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- 8. Write short notes on :

UNIT - IV

- (a) Direct Marketing 8
- (b) Integrated communication strategy 8
- 9. Define relationship communication and Explain in detail relationship communication process and co-ordinating relationship communication. 16

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