

Roll No.

12751

**MBA 2 Yr. 4th Semester
New Scheme 2019-20**

Examination – May, 2023

B2B MARKETING

Paper : 20IMG24C1

Time : Three hours]

[Maximum Marks : 60

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: The question paper is divided in *two* Sections. **Section-A** comprising *eight* short answer type questions carrying 2 marks each, which are *compulsory*. **Section-B** comprising *eight* questions (*two* questions from each unit). The students are required to attempt *four* questions selecting *one* question from each Unit. All questions will carry equal marks.

SECTION – A

1. Answer the following :

- (a) What are the advantages of relationship communication ?

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- (b) What are the challenges of B2B marketing ?
- (c) What are the determinants of marketing opportunities?
- (d) What is the role of supply Chain Management in B2B marketing ?
- (e) What is the role of communication process in B2B marketing ?
- (f) Define Bid pricing and importance in B2B marketing.
- (g) Enlists different marketing channels for B2B marketing.
- (h) Differentiate between B2B and B2C marketing.

SECTION – B

UNIT – I

- 2. What is the importance of customer relationship management strategies for business markets ? Explain.
- 3. Why is it necessary for a marketer to study the network analysis ? Explain.

UNIT – II

- 4. Define strategic market planning. What are the strategies that the company should adopt for marketing in B2B companies ?
- 5. What is impact of supply chain management used as strategy in B2B marketing ? Explain

UNIT – III

- 6. What are various channels for B2B Marketing ? Explain with suitable example.
- 7. Explain in detail factors influencing pricing strategies of companies that use a Marketing-oriented approach.

UNIT – IV

- 8. Define personal selling. Explain different categories of personal selling.
- 9. What is the role of business marketing communication ? Explain the factors influence the relationship communication.

