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Total Number of Pages: 02

MBA
15MNG404D

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.