

CBCS SCHEME

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20MBAMM401

Fourth Semester MBA Degree Examination, Jan./Feb. 2023 B2B Marketing Management

Time: 3 hrs.

Max. Marks:100

Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.
2. Question No. 8 is compulsory.

- 1 a. Define B2B Marketing. (03 Marks)
b. How are business customers classified? Explain. (07 Marks)
c. Explain the characteristics of B2B marketing. (10 Marks)
- 2 a. What is Straight and Modified Rebuy? (03 Marks)
b. Discuss the factors impact of IT on Relationship Interaction. (07 Marks)
c. Explain the process of purchase in B2B marketing. (10 Marks)
- 3 a. What is sustainability? (03 Marks)
b. Briefly explain business market research process. (07 Marks)
c. Discuss micro and macro variables of Industrial Market Segmentation. (10 Marks)
- 4 a. What do you understand by Internet Auctions? (03 Marks)
b. Explain different communication mix used in Business Marketing. (07 Marks)
c. Enumerate the steps in Relationship Communication. (10 Marks)
- 5 a. Define KAM. (03 Marks)
b. Explain Relationship Life Cycles. (07 Marks)
c. Explain classification criteria used in Relationship Portfolio. (10 Marks)
- 6 a. What is sealed bid auction? Mention its types. (03 Marks)
b. Explain strategic tool for managing product offering using portfolio analysis. (07 Marks)
c. Write a brief note on ethical aspects of B2B pricing. (10 Marks)
- 7 a. What is 3C's of pricing? How they are interlinked? (03 Marks)
b. Briefly explain procedure for developing a positioning strategy. (07 Marks)
c. How Industrial products and services are classified? Briefly explain. (10 Marks)
- 8 **Case Study:**
Integrated Electric Company Ltd., Bangalore are famous for DC, AC motors and AC drives manufacturing in India. They got involved into a technical collaboration with a famous Singapore firm to manufacture new efficient and cost productive 255 Frame AC motor which is a replacement for 350 Frame DC motor. Which are used by Railway, Sugar, Steel manufacturing industries?
IEC is planning to launch the New 255 frame AC motor using an advertisement.
a. Do you agree for the advertisement campaign for an industrial product? If so why?(05 Marks)
b. What are the ways in IEC can advertise? (05 Marks)
c. If you are a sales manager, how you will push the product rather than concentrating purely on advertisement. (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.