

CBCS SCHEME

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20MBAMM401

Fourth Semester MBA Degree Examination, July/August 2022

B2B Marketing Management

Time: 3 hrs.

Max. Marks:100

Note: 1. Answer any FOUR full questions from Q1 to Q7.
2. Question No.8 is compulsory.

Module-1

- 1 a. Define derived demand. (03 Marks)
b. What are different types of intermediaries in business marketing? (07 Marks)
c. State the user of advertising in industrial market. (10 Marks)
- 2 a. Define SIC in Business Marketing. (03 Marks)
b. Discuss how industrial products are classified. (07 Marks)
c. Explain business selling process. (10 Marks)
- 3 a. What is marketing channel? (03 Marks)
b. Explain the requirement for effective segmentation. (07 Marks)
c. Analyse industrial product life cycle. (10 Marks)
- 4 a. What is competitive bidding? (03 Marks)
b. Explain how industrial and consumer market research differ from each other. (07 Marks)
c. Explain the factors that influence pricing strategy. (10 Marks)
- 5 a. What do you mean by MRP? (03 Marks)
b. Explain the pricing strategies in Business Marketing. (07 Marks)
c. What are the Business Service Marketing special challenges? (10 Marks)
- 6 a. What is Creeping Commitment? (03 Marks)
b. STP plays a vital role in business marketing justify with suitable example. (07 Marks)
c. Explain the webstar and Wind model of organization Buying Behaviour. (10 Marks)
- 7 a. What do you mean by Positioning? (03 Marks)
b. How are industrial customer classified? Explain. (07 Marks)
c. Elaborate the B2B buying process. (10 Marks)
- 8 CASE STUDY (compulsory)
Risen energy system in India second largest manufacturer of photo voltaic cell and modulus. Photo voltaic as the name indicates light and electricity, converts sunlight directly in electricity, solar cell on calculator and satellites are photo voltaic cell on modules. Modulus are a group of cell electrically collected and packed in one frame. Solar energy is the most readily available source of energy and for free. A study tells that India receives solar energy equivalent to over 9000 million KWh/ year. Which is more than energy consumption of the country. As a marketing head, answer the market opportunities.
a. How would you assess market opportunities? (05 Marks)
b. How would you plan deployment of sales force for solar energy companies? (05 Marks)
c. How would you organize the sales force? (05 Marks)
d. How would you control the sales force activities? (05 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.