

Total No. of Questions: 6

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Enrollment No.....



Faculty of Management Studies

End Sem Examination Dec-2023

MS5EM10 Business to Business Marketing

Programme: MBA

Branch/Specialisation: Management /
Marketing

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

- Q.1 i. Which of the following is a major difference between consumer marketing and business-to-business marketing? **1**
- (a) More rational decision-making
 - (b) External environment
 - (c) The customer is at the centre of the firm's thinking
 - (d) Customer requirements vary
- ii. What does OEM stand for? **1**
- (a) Original equipment manufacturer
 - (b) Open-ended marketing
 - (c) Original energy marketer
 - (d) Original electricity manufacturer
- iii. What is a response profile? **1**
- (a) A method of identifying which customers belong in the segment
 - (b) A method of categorizing customers after we have started doing business with them
 - (c) A method of categorizing customers before any business is done
 - (d) A method of classifying the customer characteristics
- iv. Which of the following is NOT an environmental factor? **1**
- (a) Demographic
 - (b) Economic
 - (c) Financial
 - (d) Political

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v.	What is segmentation?	1
	(a) The process of choosing which products to make	
	(b) The process of avoiding competitors	
	(c) The process of dividing customers into groups with similar needs	
	(d) The process of dividing the geography	
vi.	Which of the following is NOT one of the tests of a good segment?	1
	(a) Measurability (b) Profitability	
	(c) Accessibility (d) Marketability	
vii.	Which of the following is NOT one of Porter's three basic competitive positioning strategies?	1
	(a) Cost leadership (b) Segmentation	
	(c) Differentiation (d) None of these	
viii.	What is a market challenger?	1
	(a) A company which enters a new market	
	(b) A company which develops a new product which competitors have to emulate	
	(c) A company which seeks to increase its share of a market	
	(d) A company which is having scarcity of resources	
ix.	Which of the following is NOT a feature of a service?	1
	(a) Intangibility (b) Cost effectiveness	
	(c) Perishability (d) All of these	
x.	Which of the following is the most important dimension of service quality?	1
	(a) Tangibles (b) Responsiveness	
	(c) Reliability (d) None of these	
Q.2	i. What do you mean by B2B marketing?	2
	ii. Differentiate between B2B marketing and consumer marketing.	3
	iii. Explain the nature of demand in business market.	5
OR	iv. Explain the scope of business market.	5
Q.3	i. Briefly discuss buying process.	2
	ii. Explain the types of customer with example.	8
OR	iii. Discuss vendor selection and development with example.	8

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Q.4	i. What do you mean by business marketing intelligence?	3
	ii. Explain the segmentation techniques of organisations with examples.	7
OR	iii. Explain the techniques of measuring market potential and sales forecasting.	7
Q.5	i. Why business strategy is important? Give reason with example.	4
	ii. What do you mean by business marketing planning?	6
OR	iii. Explain the B2B business products decisions taken by marketers.	6
Q.6	Attempt any two:	
	i. Write short note on CRM.	5
	ii. Explain tools of capturing customer information.	5
	iii. Write short note on managing conflicts.	5

Marking Scheme

MS5EM10 (T)-Business to Business Marketing (T)

Q.6

i.	Short note on CRM	5
ii.	Tools of capturing customer information	5
iii.	Managing conflicts	5

Q.1	i)	c) The customer is at the centre of the firm's thinking	1
	ii)	a) Original equipment manufacturer	1
	iii)	a) A method of identifying which customers belong in the segment.	1
	iv)	c) Financial	1
	v)	c) The process of dividing customers into groups with similar needs.	1
	vi)	b) Profitability	1
	vii)	b) Segmentation.	1
	viii)	c) A company which seeks to increase its share of a market.	1
	ix)	b) Cost effectiveness	1
	x)	b) Responsiveness	1
Q.2	i.	Definition of B2B marketing	2
	ii.	3 differences between B2B marketing and Consumer marketing	3
	iii.	Nature of demand in Business Market	5
OR	iv.	5 scope of business market	5
Q.3	i.	Buying process	2
	ii.	4 types of customer with example	8
OR	iii.	Vendor selection-4 Vendor Development-4	8
Q.4	i.	Meaning of Business Marketing Intelligence	3
	ii.	Definition of segmentation- 3 4 factors of segmentation with examples- 4	7
OR	iii.	3 types of measuring market potential- 3 4 types of sales forecasting-4	7
Q.5	i.	4 importance of business strategy	4
	ii.	Process of business Marketing Planning	6
OR	iii.	3 B2B business products decisions	6