SVKM's NMIMS
NMIMS Global Access – School for Continuing Education

Programme: PGDMM

June 2013 Examination
Subject: B 2 B Marketing

Semester: IV
Course New
Marks 70

Date: 21.06.2013

Time: 3.00 p.m. to 6.00 p.m.

Instructions:

1. **Answer to each new question to be started on a fresh page**
2. **Figure in bracket indicates full marks**
3. **Assume suitable data wherever necessary and state that clearly before answering**
4. **Answers to be substantiated by suitable examples.**

Q1. Attempt ANY TWO out of the following **(Marks: 2 X 5 = 10)**

a) In a typical B2B purchase who are the key stake holders in decision making, and what role does each person play?
b) What do you understand by the term Value chain, how is it different from Supply Chain?
c) How is a Corporate Brand Campaign different from a Product Campaign?
d) Describe in brief the different types of B2B customers / clients.

Q2. Write short notes (Any Two) **(Marks: 2 X 5 = 10)**

a) Porter's five forces model applied to B2B marketing
b) CRM strategies
c) Intermediaries and Channel Management
d) Vertical Integration
e) B2B E-commerce

Q3. Attempt any 3 **(Marks: 3X10=30)**

a) Explain the difference between Direct and Indirect sales channels. Under what situation would you use either of them? Explain in detail with relevant B2B example.
b) Why is supply chain management such a critical element in today's Institutional business? What are the special considerations you will keep in mind for a B2B business supply chain?
c) What do you understand by the term – Segmentation? What are the various criteria and bases for segmentation?
d) Explain different pricing strategies used for a B2B product with relevant example.

Q4. Answer in detail: **(20 Marks)**

Explain the Marketing structure of the B2B business of an Oil Refining and Distribution firm. How is it different from the retail business. How is Segmentation, Positioning and 4 P's managed for B2B customers by the company?

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