

SVKM's NMIMS
NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme: PGDMM (For Employees of Max Life Insurance)

Academic year: 2013 – 2014
Subject: B 2 B Marketing
Date: 22.12.2013

Semester: IV - FINAL EXAM
Marks : 50
Time: 11.00 a.m. to 1.00 p.m.

Candidates should read carefully the instructions printed on the question paper and on the cover of the Answer Book, which is provided for their use.

NB:

1. Answer to each new question to be started on a fresh page.
2. Figure in brackets indicates full marks.

1. Attempt any 2 out of 4

Marks: 10

- a) Value Chain in B2B Marketing
- b) Model of B2B Marketing Communications
- c) Product Development Process
- d) Electronic and Internet applications in Channel Management

2. Write short notes on any 2 out of 5

Marks: 10

- a) B2B Versus Consumer Marketing
- b) Sales Promotion for B2B Products
- c) Targeting strategies in B2B Marketing
- d) Challenges of Service Marketing
- e) CRM and its Benefits

3. Attempt any 3 out of 5

Marks: 30

- a) Explain the characteristics of B2B Marketing.
- b) Explain various factors involved in Pricing of B2B Products.
- c) What are various steps in designing the channel structure?
- d) Explain Business Buying Process.
- e) Explain Porter's five Forces Model with examples.