

SVKM's NMIMS
School of Distance Learning

Programme: PGDMM

Academic Year: 2012-2013

Subject: B2B Marketing

Semester IV

Course New

Marks: 70

Date: 13.7.2012

Time: 3:00 p.m to 6:00 p.m

Final Examination

Instructions: 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: Answer to each question to be started on a fresh page.

Figure in brackets indicate full marks.

Question (1) Attempt any 2 out of 3 (Marks: 2x5=10)

- a) What is the role of supply chain in success of B2B marketing?
- b) What are strategic alliances?
- c) What role does intermediary play?

Question (2) Write Short notes on any 2 out of 5 (Marks: 2x5=10)

- a) Open-closed system
- b) Nested approach of segmentation
- c) Bidding
- d) Vertical integration
- e) Role of e-commerce

Question (3) Attempt any 3 out of 5 (Marks: 3x10= 30)

- a) Explain the differences between B2B and consumer marketing.
- b) "Communication is a fundamental aspect of relationship development". Justify.
- c) What are the different kinds of uncertainties that a business buyer may face?
- d) Explain the Porter's five forces model.
- e) What are the future challenges in supply chain management?

Question (4) Answer both the questions (Marks: 20)

- a) "The expectations of buyers are rising and competition is becoming global". How can the B2B companies tackle these two situations through right product and pricing decisions?
- b) "Designing the channel structure can be very challenging". Explain.