

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

Programme: PGDMM

Academic year: 2014 – 2015

Subject: B 2 B Marketing

Date: 20.06.2014

Semester: IV

Course : New

Marks : 70

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. Figures in brackets indicate full marks
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Q.1) Attempt any 2 out of 4

(Marks: 2X5=10)

- a) Define B2B Marketing with an example of any organization that comes under this segment.
- b) List the four variables used by a B2B Marketer to differentiate a product from that of a competitor.
- c) Discuss in brief the Three types of Bidding Processes.
- d) Discuss three reasons why Industrial Advertising is prevalent.

Q.2) Write Short Notes on (any 2 out of 5)

(Marks: 2X5=10)

- a) Differentiated Marketing.
- b) Original Equipment Manufacturer (OEM).
- c) Trade, Cash & Quantity discounts.
- d) Characteristics & Challenges of Service Marketing.
- e) Techniques to check Advertising Effectiveness.

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) Discuss the concept of Trade Shows and list its Advantages.
- b) Discuss the five core business processes a company should take care of to develop a successful marketing organization.
- c) How do Organizational buying characteristics differ from those of final consumers?
- d) Discuss the important aspects in maintaining good Buyer – Seller relationships.
- e) Discuss the main drivers & major obstacles in a Supply Chain (Chopra & Meindl).

Q.4) Attempt both the questions

(Marks: 2X10=20)

- a) Discuss the steps involved in the Process of Developing a New Product.
- b) Discuss the various techniques of Direct Marketing.

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