

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

Programme: PGDMM (For Employees of Max Life Insurance)

Academic year: 2014 – 2015
Subject: B 2 B Marketing
Date: 22.06.2014

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

Instructions:

1. Answer to each new question to be started on a fresh page.
2. Figures in bracket indicate full marks.

Q. 1) Write short notes on (any 2 out of 4)

(Marks: 2X5=10)

- a) Any four differences between B2B Marketing and Consumer Marketing.
- b) List four factors that need to be considered for choosing market segments.
- c) List four categories in which the product line for industrial products can be divided.
- d) Discuss four different types of activities which can be used for creating awareness about B2B products.

Q. 2) Write short notes on (any 2 out of 5)

(Marks: 2X5=10)

- a) Role of E-commerce and E-security.
- b) Niche Marketing.
- c) Six categories of new B2B products (as explained by Booz, Allen & Hamilton)
- d) Discuss the concept of Return on Investment (ROI).
- e) Discuss in brief the six stages of a typical CRM lifecycle.

Q. 3) Attempt (any 3 out of 6)

(Marks: 3X10=30)

- a) Discuss the four main characteristics of B2B Marketing.
- b) Discuss Product Life Cycle (PLC) through its four stages.
- c) Role and functions of an intermediary in B2B Marketing.
- d) List out the ways to motivate Channel members.
- e) Role of Public Relations (PR) and its tools in B2B Marketing.
- f) Discuss in brief trade promotion schemes that can be directed towards Trade Partners.
