

SVKM's NMIMS  
School of Distance Learning

Programme: PGDMM

Academic Year: 2012-2013

Semester IV

Subject: B2B Marketing

Course New

Marks: 70

Date: 8.1.2013

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 are the advantages of multiple channel selling?
- b) What is geographic pricing?
- c) What characterizes buyer-supplier relationships?

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

- a) Relationship selling
- b) Macro segmentation
- c) Niche marketing
- d) Leasing
- e) Webster and Wind model of organizational buying behaviour

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

- a) What are the characteristics of B2B marketing?
- b) Explain the relevance of information systems to B2B marketing.
- c) Differentiate between personal and non-personal forms of media.
- d) What do you mean by public relations? What are the various tools used in public relations?
- e) What roles do managers play in a buying center? Give one example of buying situation in a banking firm to explain the roles of a buying center.

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

- a) "Make a sale, earn a little bit of money. Make a friend, and make sales for life". Justify.
- b) "The cost of acquiring a new customer is very much higher than maintaining an existing customer". Justify.