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

Programme: PGDMM

Examination: December 2014

Subject: B 2 B Marketing

Date: 02.01.2015

Semester: IV

Course : New

Marks : 70

Time: 3.00 p.m. to 6.00 p.m.

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**Instructions:**

1. Answer to each new question to be started on a fresh page.
  2. Figures in bracket indicate full marks.
  3. Please mention question number clearly on top left margin.
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**Q.1) Attempt any 2 out of 4 (Short notes / brief answers)**

**(Marks: 2X5=10)**

- a) Perceptual mapping for product development
- b) CRM Development Cycle
- c) Managing Supplier Relationship
- d) Niche Marketing in B2B segment

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

**(Marks: 2X5=10)**

- a) Importance of online security
- b) Return on Investment pricing decisions
- c) Effect of business culture in b2b buying
- d) Direct vs. indirect distribution channels
- e) Challenges of Services Marketing

**Q.3) Attempt any 3 out of 5**

**(Marks: 3X10=30)**

- a) What are the 3 types of bidding process?
- b) What are the advantages of Trade Shows as a B2B communication medium?
- c) Explain what you understand by Vertical integration?
- d) What constitutes a supply chain? Why is Supply Chain Management critical to B2B business?
- e) What are the advantages of B2B eCommerce?

**Q.4) Attempt Both the Questions**

**(Marks: 2X10=20)**

- a) How can a B2B organization effectively utilize differentiation as a marketing strategy?
- b) How does break even analysis help pricing decision?