

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

Programme: PGDMM (For Employees of Max Life Insurance)

Examination: June 2015
Subject: B 2 B Marketing
Date: 23.06.2015

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) Targeting strategies in B2B markets
- b) What are three types of exchanges that characterize buyer-seller relationship?
- c) Strategies a marketer needs to follow, through the life cycle of a product
- d) The three ways a product may be priced based on geographic factors

Q. 2) Write short notes on (any 2 out of 5) (Marks: 2X5=10)

- a) 'Nesting' as a typical B2B Market Segmentation Approach.
- b) The FOUR natural key characteristics of a Service product
- c) 'Bidding' in B2B marketing
- d) Any FIVE of the popular sales promotion schemes directed towards trade partners
- e) Typical issues coming in way of good supplier-distributor relationship.

Q. 3) Attempt (any 3 out of 6) (Marks: 3X10=30)

- a) What are the SIX phases in a typical CRM life cycle?
- b) Evaluate Manufacturers', Representatives' advantages and challenges as B2B channel.
- c) Describe the two major categories for segmenting B2B markets, i.e. Macro Segmentation and Micro Segmentation
- d) Compare the tools and methods used in integrated marketing for communicating with customers.
- e) What is Strategic Alliance and how is it different from merger, acquisition and outsourcing? Why do businesses get into strategic alliances?
- f) The purchase decision process is influenced by complexity and difficulty of a given purchase situation. Justify this statement in view of the THREE categories of 'buying situations'.
