

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

Programme: PGDMM

Examination: June 2015
Subject: B 2 B Marketing

Semester: IV
Course : New
Marks : 70

Date: 21.06.2015

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 bracket indicate full marks.

Q.1) Attempt any 2 out of 4

(Marks: 2X5=10)

- a) Comment on Government Agencies as b2b customers.
- b) Briefly describe any FIVE PR and Publicity tools.
- c) What is Product Evaluation Matrix?
- d) What basic factors help marketers in identifying customers for relationships?

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

(Marks: 2X5=10)

- a) Importance of Leasing to a B2B marketer
- b) Factors to be taken into consideration while selecting partners in Buyer-Seller relationship?
- c) Six categories of new products as stated by Booz, Allen and Hamilton
- d) Electronic Data Interchange (EDI).
- e) Distinguishing features of demand in B2B market

Q.3) Attempt any 3 out of 5

(Marks:3X10=30)

- a) What is a Buying Center and what are roles played by its members?
- b) What are the broad categories of factors that influence organizational buyer behavior?
- c) What steps are followed by Salespersons, in selling and relationship building?
- d) Describe any TWO each of qualitative and quantitative methods to understand the profitability of B2B segments.
- e) Compare the strengths and weaknesses of some of the media options available to the industrial marketer. To reach to their target audiences

Q.4) Attempt both the questions

(Marks: 2X10=20)

- a) Discuss E-Commerce, EDI, E-Payments and E-Security as the major applications of information systems in B2B.
- b) Describe in detail the B2B purchase process.
