

**SVKM's NMIMS**  
**School of Distance Learning**

Programme: PGDMM

Academic Year: 2010-2011

Subject: B 2 B Marketing

Date: 1.7.2011

Semester IV

Course New

Marks: 70

Time: 3.00 pm to 6.00 pm

Q 1. Attempt any 2 out of 4 10 Marks

- i) Bidding
- ii) Factors influencing the buying process of a business buyer
- iii) Activities which can be used to create awareness about products
- iv) Advantages of Multiple Channel Selling

Q 2. Write Short Notes on Any 2 out of 5 10 Marks

- i. Different Forms of B2B E Commerce
- ii. Phases of CRM lifecycle
- iii. Return on Investment. Explain with an example
- iv. Difference between Differentiated & Undifferentiated Market
- v. Explain Functional Business Systems

Q 3. Attempt any 3 out of 5 30 Marks

- i) Explain the Relationship Communication Model
- ii) Difference between Industrial & Consumer Marketing
- iii) Explain Business Buying Process
- iv) Conflicts and methods & strategies to resolve conflicts
- v) Comparison of Various Media Options available and explain 2 to 3 in detail along with strength & weakness

Q 4. 20 marks

Effective Channel Incentives to achieve measurable business results & Innovative Techniques to market their business to the customers. Explain with examples.

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