

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

Programme: PGDMM

Examination: June 2016
Subject: B 2 B Marketing

Semester: IV
Course : New
Marks : 70
Time: 3.00 p.m. to 6.00 p.m.

Date: 16.06.2016

Instructions:

1. Answer to each new question to be started on a fresh page.
 2. Figures in bracket indicate full marks.
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Q.1) Attempt any 2 out of 4

(Marks: 2X5=10)

- a) Write a brief on buyer-seller relationship and its characteristics in B2B sector.
- b) Discuss briefly the factors needed to be considered to choose the right B2B market segments.
- c) How does positioning in the B2B market differ hugely compared to B2C?
- d) What plays in the mind of an industrial buyer during the purchase decision process? Give two examples.

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

(Marks: 2X5=10)

- a) OEM
- b) Quantity Discounts
- c) Modified Re-buy
- d) Organizational Buyer Characteristics
- e) Trade shows

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) Buying Centre has a vital part in B2B sector. Discuss about the various roles of Buying Centre.
- b) List at least 10 different publicity tools that are used by marketers for promoting businesses.
- c) Discuss how a salesperson's steps take shape in personal selling.
- d) Narrate how has been the rise of services in B2B taking place. State the reasons behind it.
- e) Discuss ANY TWO Quantitative Methods of Forecasting. Its advantages and drawbacks.

Q.4) Attempt both the questions

(Marks: 2X10=20)

- a) Discuss role of Government in B2B sector with the help of suitable two examples (Like Railway, Electricity Boards, Service Sector etc.)
- b) Explain with examples: Derived, Joint and Fluctuating Demand that are specific to B2B sector. Give example of two industries to clarify above.
