



CBBCS SCHEME

20MBAMM401

Fourth Semester MBA Degree Examination, June/July 2023

B2B Marketing Management

Time: 3 hrs.

Max. Marks:100

**Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.
2. Question No. 8 is compulsory.**

- 1 a. Define Derived Demand with example. (03 Marks)
b. Differentiate B2C and B2B. (07 Marks)
c. Critically evaluate the factors influencing Industrial Customers. (10 Marks)
- 2 a. Define B2B Marketing. (03 Marks)
b. What are the challenges of B2B Marketing? (07 Marks)
c. Illustrate the Organizational Buying Process. (10 Marks)
- 3 a. Write a note on B2B online buying. (03 Marks)
b. Explain the characteristics of B2B Market. (07 Marks)
c. Exemplify the types of organizational customers. (10 Marks)
- 4 a. Define customer value. (03 Marks)
b. What is the significance of 3C's in pricing? (07 Marks)
c. Expound the bases of segmentation in Business Market. (10 Marks)
- 5 a. Write the importance of positioning in B2B Market. (03 Marks)
b. What are the responsibilities of sales force in B2B Market? (07 Marks)
c. Explain the key Account Managers to manage the accounts. (10 Marks)
- 6 a. Define value based selling. (03 Marks)
b. Explain the strategic tools for managing product. (07 Marks)
c. Exhibit the stages of Relationship Life Cycle. (10 Marks)
- 7 a. Write a note on Bid-Pricing. (03 Marks)
b. Summarize the chart of the main forms of media. (07 Marks)
c. Explain the role of Marketing Communication in B2B Market. (10 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg. 42+8 = 50, will be treated as malpractice.

8 *Case Study: (compulsory)*

JCB is a UK company that is the European market leader in construction and earth moving equipment. Following a period of systematic self appraisal, the company realized that the prevailing organizational culture was essentially product led. Their marketing department was based on product categories (for example, back hoe diggers) and customer sectors (road construction, public utilities). However, as more products and more customer groups became established, so the business expanded and product lines and customer groups became complicated and confusing. However customer seeking a variety of products had to liaise with different sales teams (and product groups) and as a result, received multiple marketing communication messages and has to deal with an increasing number of internal departments.

Questions:

- a. If you are a senior marketing manager of the company, what strategies of marketing to be implemented? (10 Marks)
- b. Justify proper segmentation technique to solve the confusion of channelize the products. (10 Marks)
