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20MBAMM401

Fourth Semester MBA Degree Examination, Dec.2023/Jan.2024 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 Business to Business Marketing. (03 Marks)
b. Explain the different classification of Business Markets. (07 Marks)
c. "Appropriate combination of purchasing orientations are necessary for the organizations sustainable development". Discuss. (10 Marks)
- 2 a. Define Modified Rebuy. (03 Marks)
b. Briefly explain the benefits of online buying. (07 Marks)
c. Elaborate on different sources of uncertainties in B2B markets. (10 Marks)
- 3 a. What are OEMs? (03 Marks)
b. Explain the characteristics of B2B marketing. (07 Marks)
c. Explain in detail the steps involved in buying process in Business-to-Business marketing. (10 Marks)
- 4 a. What do you mean by corporate social responsibilities? (03 Marks)
b. Explain in detail the bases used for segmentation in B2B marketing. (07 Marks)
c. Elaborate on communication mix used for customer acquisition process. (10 Marks)
- 5 a. Write short note on three 'C's of pricing. (03 Marks)
b. What is Direct Marketing? What are the features of Direct Marketing? How personal selling is different from Direct Marketing? (07 Marks)
c. What is value selling? Explain in detail different components of value selling. (10 Marks)
- 6 a. Delineate the different types of auction that may takes place in B2B marketing. (03 Marks)
b. Explain in detail the relationship life cycle. (07 Marks)
c. Explain the criteria used for classification of customer in detail. (10 Marks)
- 7 a. What do you understand by niche market? (03 Marks)
b. What are the elements of B2B offerings? Explain with example. (07 Marks)
c. Explain the stages in the product life cycle in the B2B context. (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)

Interfirm networks have a strong impact on the firm capabilities of the business systems. In the following paragraphs gives main concepts, identifying the main interfirm types, among the different advanced business systems. The 2 examples of contrasting countries, where inter-firm networks have shaped the way capabilities are developed. The 2 institutionally contrasting countries are UK and Japan.

In UK, the market is more common ownership structure. Companies aren't seen as community, but as property. Companies have a profit objective and are conceived in a way that firms belongs to the shareholders and managers have the obligation to act in the shareholders interest.

In UK, a rare form collaboration was experienced between competitors. Some companies shared non-executive directors, maintaining the allowed limits of relationship between rivals, however this is not generalized.

In Japan, firms have extensive, recurring and wide ranging communication between them. Risk sharing is considerable and often and there is a strong leverage on the knowledge of the partners. The Japanese automobile industry, with companies such as Toyota, Nissan and Honda is a clear example of the strong interfirm relationship between customer and suppliers. Those relationship are on the basis of the development of 'Just-in-time' supply chain and lean manufacturing. In Toyota's case, the trust in the quality of the products of their suppliers was strong because sub contractors developed in the same geographical areas, an often as a spun-off where a foreman or middle manager was allowed to make a component independently, with the commitment to supply their partner.

Questions :

- a. Identify 2 main inter firm Relationship variables among the given advanced business. (06 Marks)
- b. Explain the components of interfirm network in the UK business system and Japan business system. (07 Marks)
- c. There are lot of difference between the two business system. What do you feel success behind the advanced business systems. (07 Marks)

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