

**EXECUTIVE MASTER OF BUSINESS
ADMINISTRATION (EXMBA)**

**Term-End Examination
December, 2012**

**MCTE-079 : BUSINESS TO BUSINESS
MARKETING**

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions.

All questions carry equal marks.

1. Explain the major differences between marketing of consumer goods and business goods. Illustrate your answer with suitable examples. 20
2. Discuss the strategies used for gaining entry into new markets. Are these strategies going to differ in case of developing countries ? 20
3. What is promotional strategy ? Promotional strategy to a managerial audience should be different from one targeted to operating engineers. Do you agree ? Give reasons. 20

4. Write short notes on the following : 20
- (a) Negotiation
 - (b) Closure of sales process
 - (c) Terms of trade
 - (d) CRM
5. Explain why entry into a particular market segment by an industrial firm such as Du Pont often entails a greater commitment than a comparable decision made by a consumer-products company like General Foods. 20
6. (a) Discuss how the use of the sales forecast differs from that of an estimate of market potential. 10+10
- (b) Distinguish between single and multiple statistical series methods for estimating market potential.
7. Describe various trade channels for B to B Marketing. Also discuss the factors influencing channel decision in B to B marketing. 20
8. "Customer Relations management in a business to business (B to B) market poses different challenges." Comment. 20
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