

**MASTER OF BUSINESS ADMINISTRATION
(MBAEV)**

Term-End Examination

00818

December, 2014

MCNE-037 : B2B MARKETING

Time : 3 hours

Maximum Marks : 100

Note : Answer any *five* questions. All questions carry equal marks.

1. Describe the significance of marketing communication in the success of marketing efforts. Also discuss the factors that influence the marketing communication planning. Give appropriate examples. 20

2. Critically analyse the recent developments in industrial marketing. Support your answer with suitable examples. 20

3. "Channel strategy formulation is the key aspect of B2B marketing." Comment upon the statement and discuss the factors that affect the channel choice. 20

4. What do you mean by industrial marketing intelligence ? Discuss marketing intelligence system as a “smart tool” for companies, which allows them to conduct a new business. 20

 5. Describe selling functions with suitable examples. Also discuss the role and importance of technology in selling functions. 20

 6. Explain the essential steps for product planning and development with suitable examples. 20

 7. Discuss the three major functions of marketing management i.e., planning, organising and controlling. Give appropriate examples in support of your answer. 20

 8. Write short notes on the following : 4×5=20
 - (a) Dimensions of industrial marketing
 - (b) Strategic innovation
 - (c) Marketing logistics
 - (d) Marketing of services to industrial markets
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