

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

Term-End Examination

June, 2013

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

Time : 3 hours

Maximum Marks : 100

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

1. (a) What are the various types in which business goods can be classified ? Explain with examples. 10+10
(b) How is consumer marketing different from B to B marketing ?

2. Maruti-Suzuki develops "collaborative relationships" with some suppliers and "transactional relationships" with other suppliers. What criteria would purchasing executive use in segmenting suppliers into these two categories ? Describe the steps business marketer might take to move the relationships with Maruti-Suzuki from transaction relationship to a more collaborative one. 20

3. Explain the importance of understanding of concepts supplier evaluation and development, from the view point of B to B marketer. 20
4. Write short notes on the following : 5x4
- (a) Supply chain management
 - (b) B to B e-commerce
 - (c) Selecting the right distributor
 - (d) Entry strategies
5. What is the role of negotiation skills in B to B marketing ? Outline its importance with suitable examples. 20
6. When planning a sales call on a particular account in the business market, what information would you require concerning the buying centre, the purchasing requirements and the competition ? 20
7. Define terms of trade. Explain the critical factors in the Terms of Trade. 20
8. What are the benefits of CRM implementation ? How does an e-CRM environment help in strategic decision making through a detailed and updated database ? 20