

00124

**MASTER OF BUSINESS ADMINISTRATION  
(MBAEV)**

**Term-End Examination**

**June, 2013**

**MCNE-037 : B2B MARKETING**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : (i) Attempt **any five** questions.*

*(ii) All questions carry **equal** marks.*

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1. (a) Define Marketing. Explain the dimensions of Industrial marketing with the help of suitable examples. 10
- (b) Describe the Demand Issues in the Industrial Marketing with relevant examples. 10
2. Explain in detail the Industrial Marketing Environment with the help of suitable examples. 20
3. (a) Differentiate between organisational Buying Behaviour and Individual Buying Behaviour. 10
- (b) Explain the concept of Industrial Marketing Intelligence with relevant examples. 10

4. Write short notes on the following : 4x5=20
- (a) Product Planning
  - (b) Channel Strategy Formulation
  - (c) New Product Development
  - (d) Industrial Market Vs. Consumer Market
5. (a) Explain the need and importance of Strategic Innovation in Industrial Marketing with relevant examples. 10
- (b) Physical Distribution and Customer Service are the key elements/factors in the Marketing Logistics. Explain. 10
6. Formulation of Marketing Communication Planning is the key for success of a Marketing Department. Do you agree ? Explain the factors in formulating Marketing Communication Planning with suitable examples. 20
7. (a) What are the different selling functions ? Briefly explain each function with the help of suitable examples. 10
- (b) Explain the scope and relevance of International Industrial Marketing with relevant examples. 10

8. Write notes on the following : 4x5=20
- (a) Marketing of Services to Industrial Markets
  - (b) Business to Business Communication
  - (c) Pricing Policy Formulation
  - (d) E - business for Industrial Consumers
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