

00188

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

**Term-End Examination
December, 2011**

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

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions.

All questions carry equal marks.

1. What are the challenges of the decision maker in a B to B Market ? Illustrate with suitable example. 20
2. What are the salient features of Consumer Marketing and how it is different from B to B Marketing ? 20
3. What are known as Terms of Trade ? What are the critical factors in the Terms of Trade ? 20
4. What is negotiation ? Briefly outline the importance of negotiation skills in the marketing process of a B to B Market ? 20
5. Discuss the factors influencing the Distribution Channel in the B to B Marketing ? 20

6. Briefly outline the promotional mix that is suitable in a B to B Market ? Explain with suitable illustration. 20
 7. Discuss the strategies to enter into B to B Market ? 20
 8. Who is a customer ? How the customer is different from consumer ? What are the critical components of Customer Relations Management (CRM) in a B to B Market ? 20
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