

00895

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

**Term-End Examination**

**December, 2013**

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

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. Explain the key characteristics of a Business to Business Marketing. How does it differ from Consumer Marketing ? 20
2. Explain various advertising media used in B to B marketing. Also, discuss their advantages and disadvantages. 20
3. What do you mean by terms of trade ? Discuss the critical factors in terms of trade. 20
4. Comment upon the following : 10,10
  - (a) Closure of a sales process in a B to B environment.
  - (b) Managing customers for profits.
5. "Customer Relationship management plays a very important role in B to B marketing." Discuss this with suitable examples. 20

6. What is channel conflict ? Explain its various causes and the mechanism for effective conflict management. 20
7. Discuss buying decision process and explain the stages involved there in with suitable examples. 20
8. Write short notes on **any two** of the following : 10,10
- (a) Role of influencers
  - (b) Entry strategies
  - (c) Demand assessment
  - (d) B to B marketplace
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