

**MASTER OF BUSINESS ADMINISTRATION
(MBAEV)**

Term-End Examination

December, 2013

MCNE-037 : B2B MARKETING

Time : 3 hours

Maximum Marks : 100

- Note :** (i) *Attempt any five questions.*
(ii) *All questions carry equal marks.*

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1. Explain in detail the dimensions of Industrial Marketing with the help of suitable examples. **20**

 2. Studying Organisational Buying Behaviour is very much essential for the success of an organisation. Do you agree ? Explain with relevant examples. **20**

 3. (a) Describe the Industrial Marketing Environment with the help of suitable examples. **10**
(b) Explain the role and importance of Industrial Marketing Intelligence. **10**

 4. Write short notes on the following : **4x5=20**
 - (a) Demand Issues in Industrial Marketing
 - (b) Strategy Formulation in Industrial Market
 - (c) Strategic Innovation
 - (d) Physical Distribution and Customer Service.

5. Explain in detail the need and importance of Product Planning Formulation in Industrial Marketing. 20
6. How the management of Advertising, sales promotion and publicity strategy is carried out in an organisation ? Explain with suitable examples. 20
7. (a) How for the Pricing Policies Formulation is relevant for the Industrial Marketers ? Give your answer with relevant examples. 10
- (b) Explain the concept of Business to Business communication with suitable examples. 10
8. Write short notes on : 4x5=20
- (a) International Industrial Marketing
 - (b) Managing Distribution
 - (c) Service Marketing to Industrial Markets
 - (d) E - Supply Chain Management (E-SCM)
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