

00573

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

Term-End Examination

June, 2012

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

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions.

All questions carry equal marks.

1. Discuss the role of a Decision Maker in a B to B Market. What are the major challenges ? Illustrate with suitable example.
2. Differentiate B to B Marketing with Consumer Marketing.
3. What are known as Terms of Trade ? What are the critical factors in the Terms of Trade ?
4. Briefly outline the marketing mix that is suitable in a B to B Market. Explain with suitable illustration.
5. What is negotiation ? Briefly outline the importance of negotiation skills in the marketing process of a B to B Market.

6. What are the trade channels available for B to B Marketing ?
 7. Discuss the strategies to enter into B to B Market.
 8. Discuss the importance of Customer Relations Management (CRM). How it is relevant in a B to B Market ?
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