

**MASTER OF BUSINESS ADMINISTRATION
(MBAEV)
Term-End Examination**

June, 2014

MCNE-037 : B2B MARKETING

Time : 3 hours

Maximum Marks : 100

*Note : (1) Attempt any five questions.
(2) All question carry equal marks.*

1. Describe the factors to be considered while formulating pricing policies. What are the challenges and issues in pricing for international markets? **20**

2. Differential between the following **10+10**
 - (a) Sales promotion and personal selling.

 - (b) Consumer marketing and business to business marketing.

3. Explain the importance of studying the Organisational Buyer behaviour in marketing. How is it different from ultimate consumer behaviour? **20**
4. Comment upon the following **2x10**
- (a) Importance of services in industrial marketing.
 - (b) Challenges and issues in distribution management
5. Explain the importance of understanding of concepts of supplier evaluation and development from the view point of industrial marketer. **20**
6. Discuss the strategies to enter into B to B market. Also explain the importance of studying marketing environment. **20**

7. The buying center consists of those people in the organisation that are involved directly or indirectly in the buying process i.e, the user, buyer influencer, decider, imitator and gate keeper” comment upon the statement and write roles of these people. 20
8. Write short notes on the following: 4x5=20
- (a) E-supply chain
 - (b) B 2 B Communication
 - (c) Advertising strategy
 - (d) channels of distribution

——— *** ———