

Enroll No

K.E.Society's
Rajarambapu Institute of Technology, Rajaramnagar
(An Autonomous Institute, affiliated to SUK)
End Semester Examination (2022-023)
S.Y.M.B.A. -IEV Sem- III

Q.P.Code
E086

Course Code: MIM205

Course Name: Business To Business Marketing

Day & Date: 27/01/2023.

Time : 2.30pm to 5.30pm

Max Marks: 100

- Instructions:** 1) All questions are compulsory
2) Figures to the right indicate maximum marks
3) Assume suitable data if not given
4) Use of a non-programmable calculator is allowed

Q.No.	Question Statement	Max Marks	CO no.
1	List and explain importance of pre-sales and post sales services in B2B market.	12	CO1 CO2 CO3
2	"B2B marketing is very different as compared to B2C marketing." Compare both in light of the above statement?	12	CO2 CO3 CO4
3	List and elaborate competitive bidding process of any B2B business purchase.	10	CO1 CO2
4	Design pricing strategy you would adopt as a dealer of industrial chemicals having applications to various sectors.	13	CO3 CO4
5	Elaborate and explain following B2B value pyramid: B2B value pyramid <u>Table Stake Values:</u> Meeting Specifications Acceptable price Regulatory compliance <u>Functional Values</u> Performance: Product Quality Scalability Innovation Economics: Improved Top line Cost Reduction	15	CO2 CO3 CO4
6	Elaborate organizational buying behavior process with example of Fast-food chain buying TV sets for their outlets nationwide.	14	CO3 CO4
7	Recommend marketing communication strategies to be used in real-estate market?	12	CO4



8	The Funkskool Company decided to develop a new electronic game. Can an electrical parts supplier predict the likely composition of the buying center at Funkskool (i.e. members of buying center who would make decision on purchase of electrical parts)? What steps could an industrial sales person take to influence the composition of the buying center?	12	CO3 CO4
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